GUIDEWIRE

SMART COMMUNICATIONS™

DATA SHEET

Why SmartCOMM and Guidewire?

- **Speed:** Automatically generate new documents or update existing ones in just a few clicks.
- **Compliance:** Reduce risk exposure with complete and accurate customer documentation, plus tracked changes on every document.
- **Customer experience:** Let customers engage on their own time and on any channel. Equip agents with relevant customer data so they can have personalized conversations.
- **Integrated:** Enjoy fast implementation and seamless workflows with a pre-integrated solution.
- **Trusted:** More than 120 joint customers around the world, including Aioi Nissay Dowa, Pekin, and Zurich Insurance.
- **Scalable:** No matter the size or scope of your organization, Guidewire and SmartCOMM scale to meet your needs.

SmartCOMM for InsuranceSuite

Personalized, compliant customer communication

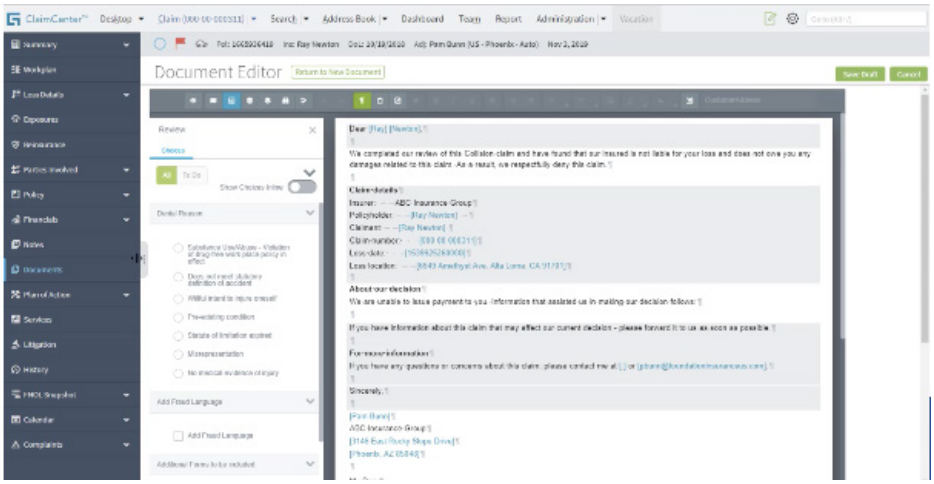
With more than 120 mutual customers, Guidewire and Smart Communications provide the industry-leading solution for creating, managing, and delivering personalized and compliant customer communications.

Fast, accurate document generation

Automatically generate documents across your entire insurance lifecycle, from policy quotes through issuance, from billing statements to renewals, and from first notice of loss through settlement. With complete and up-to-date customer documentation always on hand, you can rest assured your business adheres to regulatory requirements.

Tailored customer communication on any channel

With accurate customer data at their fingertips, insurance teams and agents can more efficiently serve customers while providing personalized experiences. Customers are also free to connect with insurers and agents on the channels they prefer—web, text message, email, direct mail, and voice. Conversation history is kept intact across channels so no context is ever lost.



SmartCOMM's Document Editor within Guidewire ClaimCenter

How it works

Insurance teams can create and send documents and communications with SmartCOMM directly from PolicyCenter, ClaimCenter, and BillingCenter.

Policy updates and renewals

Automatically generate and issue the appropriate documentation within PolicyCenter whenever policies are created, modified, or renewed.

Claims status

Keep policyholders informed of the status of their claims. A single click within ClaimCenter opens pre-built templates for fast, standardized communication.

Billing

Customize bills with photos, promotional offers, informational messages, and more. SmartCOMM's intuitive bill layouts make it easy for policyholders to read and understand.

If customers prefer, email or chat correspondence can also be sent to notify them whenever there are policy, claims, or billing updates on their account.

An intuitive experience for the whole team

FOR INSURANCE MANAGERS

Policy, billing, and claims managers have the ability to review and approve all documents before they're sent to customers.

FOR TEMPLATE AUTHORS

Insurance teams can easily design and manage templates with access to shared content, styles, and layouts. Once they're built, they can be used on any channel, in any language.

FOR INSURANCE AGENTS

Agents can create and customize always-on-brand communications using insurer-controlled templates and pre-approved or freeform text.

"SmartCOMM helps facilitate the digital journey for the customer. If they want an email, it knows to send an email. If they want a text message, it sends a text."

—Tim Hays, CIO, Mountain West Farm Bureau Mutual Insurance Company

Learn more on Guidewire Marketplace

Learn more about SmartCOMM and the ecosystem of Guidewire partner applications on Guidewire Marketplace, the insurance industry's hub for innovation. If you'd like to see a live demo or hear more, contact your Guidewire or Smart Communications representative.

About Smart Communications

Smart Communications is a leading technology company focused on helping businesses engage in more meaningful customer conversations. Its Conversation Cloud™ platform uniquely delivers personalized, omnichannel conversations across the entire customer experience, empowering companies to succeed in today's digital-focused, customer-driven world while also simplifying processes and operating more efficiently. To learn more, visit smartcommunications.com.

Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently. More than 570 insurers in 43 countries, from new ventures to the largest and most complex in the world, rely on Guidewire products. With core systems leveraging data and analytics, digital, and artificial intelligence, Guidewire defines cloud platform excellence for P&C insurers. For more information, please visit www.guidewire.com.

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