

# Case Study: Top 100 property-casualty insurance company streamlines content management and reduces mail and print costs

## Challenge

- Thousands of forms and templates spread across numerous locations
- Limited control and versioning leading to increased regulatory risk
- Changes to terms, coverages, and policies required lengthy IT coding
- Significant costs driven by in-house print and mail fulfillment
- Migrating from multiple legacy admin systems to Guidewire
- Home, Auto, Fire, and Rental Insurance across 11 states and 1200 agents

## Solution

- Integrated through batch data mapping and normalization with Guidewire
- 6000 templates reduced to 5: Decs, Policies, Letters, Notices, and Bills
- Robust content management enabling complex forms logic and pre-filling
- Content management extended to detailed coverage terms and descriptions
- Automated print and eliminated in-house print facilities.
- Enabled e-delivery of bills and payment reminders
- Approximately 200+ users for Personal Lines and Personal/Commercial Billing

## Benefits

- CX** E-Delivery options along with new statement & bill designs
- \$** \$1M annual savings due to outsourced print savings
- ✓** E2E tracking, auto reconciliation, and certified delivery



### Client

Property-casualty insurance company

### Industry

Insurance

### Solution

EngageOne RapidCX

“Partnering with CEDAR for Personal Lines SDO was a very easy decision. They delivered on their promises with the implementation of our billing documents, and we were very confident they would do the same with SDO and they did! Their goal has always been the same.... deliver ‘value’ to our company.”

- VP, Customer Experience for top 100 property-casualty insurance company