

# Client Data Management

## Overview: Managing Customer Contact Data

In recent years, an emerging shift has been occurring within property and casualty (P&C) insurers—to go from being a channel-centric or product-centric organization to a customer-centric organization. Customer centricity is a key priority for many P&C carriers today. Unfortunately, few have accomplished building a customer focused view that will allow them to realize their vision.

Instead, customer data tends to reside in multiple systems, resulting piecemealed customer profiles which are not only difficult to maintain today but also detrimental to a carrier’s outlook. Customer interactions are often too generic and time consuming, business decisions lack proper insight to determine the best possible outcomes, sales and marketing cannot detect cross-sell and up-sell opportunities, and there is too much effort involved managing the data—taking time away from strategic priorities.

## Client Data Management At-A-Glance

Guidewire Client Data Management™, in conjunction with Guidewire InsuranceSuite™ core systems, delivers the capabilities to effectively manage customer contact data. It provides a comprehensive customer view across underwriting, policy administration, billing and claims processes. Client Data Management helps insurers improve customer and agent interactions, make better business decisions, and capitalize on revenue opportunities, while reducing the effort involved maintaining data integrity across different systems.



**Figure 1:** Client Data Management, in conjunction with Guidewire InsuranceSuite, reduces the effort to manage customer contact data across underwriting, policy administration, billing, and claims processes.

### PRODUCT HIGHLIGHTS

- Leverage a comprehensive customer view across the insurance lifecycle
- Manage customer contacts in a centralized repository
- Detect and merge duplicate contacts
- Track change contact change history
- Synchronize updates with InsuranceSuite systems
- Enforce controls with permission controlled update rights
- Utilize web APIs to integrate with various third party systems and sites

### KEY BENEFITS

- Locate and update contact information quickly across multiple systems
- Provide tailored service
- Capitalize on revenue generating opportunities
- Ensure that contact information for campaigns is up-to-date and accurate
- Reduce data integrity effort and costs
- Benefit from a flexible, integrated suite

## Improve Customer Interactions

As consumers get instantaneous access to information in other aspects of their lives, their expectations for their insurers also evolve. Guidewire Client Data Management, in conjunction with InsuranceSuite core systems, provides carriers a comprehensive customer view which enables service representatives to personalize interactions to customers' needs. Contact records are updated quickly with search, and auto-fill features. And, to ensure that the proper controls are in place, user permissions dictate who has access to update contact information at which point in the lifecycle, while contact history tracks the updates made and provides visibility into previous contact changes. Client Data Management makes it easier to meet rising consumer expectations by shifting from generic interactions to tailored interactions.

## Make Better Business Decisions

Improving customer service is only part of the journey to realizing a customer centric vision. Carriers also need to take a customer centric approach to their business decisions and not be burdened by the manual overhead to compile the customer data. A good example of this is how some underwriting decisions are made. Underwriters process masses of information in order to understand the full risk profile and make a decision. Having this information in multiple systems increases the time spent compiling data and decreases the time available to assess risks and manage their portfolios. With Client Data Management's comprehensive customer view, underwriters no longer have to go through numerous systems to find a customer's policy, billing, or claim information. Instead, they have access to the information in a single place—letting them focus on higher value initiatives.

## Capitalize on Revenue Generating Opportunities

Carriers can also leverage Client Data Management's customer centric data to detect and act upon cross-sell and up-sell opportunities. Marketing and sales do not have to go through to multiple systems to determine which customers to further invest in; instead they can quickly see a customer's full relationship with the carrier and then utilize the data to better understand the customer. And, when they are ready to launch marketing campaigns for these customers, they increase the likelihood that these campaigns reach the customer with up-to-date and accurate contact information.

## Reduce Data Integrity Effort

Having customer data that is consolidated, comprehensive, and consumable has required a lot of effort from IT teams—with multiple systems connected via point solutions, generating unnecessary overhead and costs. In Client Data Management, a centralized repository stores a unique customer record, and updates are synchronized with Guidewire PolicyCenter®, Guidewire BillingCenter®, and Guidewire ClaimCenter®. Various distinct users, such as billing specialists, underwriters, or agents can edit customer information in their respective processes without having to navigate to another system. Data clean up is also simplified by identifying potentially duplicate records and empowering business users to merge or override these records. As a result, Client Data Management not only ensures that correspondence is sent to the right address but also frees up IT teams to focus on more strategic initiatives.

## Benefit from a Flexible Suite

Like all Guidewire InsuranceSuite applications, Client Data Management is highly flexible with robust configuration capacity—everything from screen layouts and field edits to user permission controls are adaptable to fit the insurer's unique needs. Client Data Management also allows insurers to integrate customer data to other systems such as customer relationship management (CRM), address verification, or computer telephony integration (CTI) software. Moreover, any changes made to the application are upgrade safe. Since the source code is not touched, insurers can continue to benefit from enhanced functionality in Guidewire's future releases for years to come.

## About Guidewire

Guidewire Software is a leading provider of flexible core systems that enable property/casualty insurers to deliver insurance the way they want to. Guidewire builds high quality software that consistently works as promised. Designed for maximum flexibility and scalability, Guidewire solutions give insurers the capability to deliver excellent service to policyholders and agents and increase market share—while lowering operating costs. Guidewire InsuranceSuite™, consisting of Guidewire PolicyCenter®, Guidewire BillingCenter®, and Guidewire ClaimCenter®, spans the entire insurance lifecycle—underwriting, policy administration, billing, and claims management. Guidewire is headquartered in San Mateo, California, with offices in Beijing, Dublin, Hong Kong, London, Munich, Paris, Sydney, Tokyo, and Toronto. For more information, visit [www.guidewire.com](http://www.guidewire.com).