

SWORD

UPGRADE YOUR BUSINESS

SwordCiboodle

Sword Ciboodle Customer Process Management for Insurers

Sword Ciboodle helps insurance organizations revolutionize their customer experience by driving down overall cost to serve while enhancing customer service across all channels.

Recognized as the global leader in Process-Centric Customer Service Software, Sword Ciboodle has partnered with insurance giants such as Admiral Insurance, BGL Group and VHI Healthcare to provide industry best customer experience.

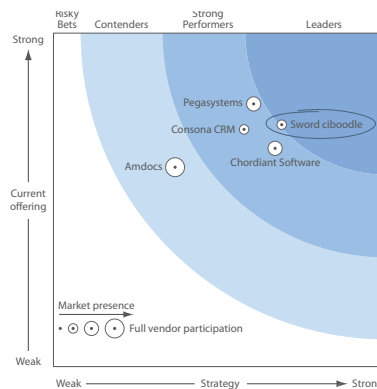


Fig 1. The Forrester Wave™: Process Centric Customer Service Software Solutions Q4 2008

From policy centric to customer centric

Sword Ciboodle's unique process approach enables insurance organizations to remove service constraints of policy centric interactions, empowering a shift to a truly customer-centric strategy.

Full integration to existing legacy systems and processes allows previous investments to be leveraged and relevant information to be presented through a unified agent desktop. This dynamic and intuitive interface provides a consolidated view of policies held and insight into household and all customer interactions regardless of channel. This gives a unique and accessible desktop insight which drives relevant cross and up-sell opportunities so as to maximize the effectiveness of sales and service operations.

Focus on operational efficiency

Sword Ciboodle allows insurers to focus on operational efficiency. Pre-defined business rules automate tasks and workflow, routing the right work, to the right person, at the right time. Workflow can be defined by agent skill-level and role, customer value, product offering or context of the service operation, thereby eradicating inefficiencies and driving up service levels. Low value, transactional calls can be routed to self-service channels, freeing skilled agents to concentrate on high value customers and interactions.

Reporting dashboards display relevant KPIs, giving insurers not only the ability to assess, track and measure effectiveness in real-time, but also arm them with the knowledge they need to alter rules, roles, and other processes to better serve customers.

Key Independent Facts to Consider:

- 50% of all auto insurance customers use the web for research, and 15% use more than one channel (online, phone, in-person, and mail)
- Phone and Internet account for 71% of all auto insurance quotes.

Source: Forrester: North American Technographics Investment and Insurance Online Survey, Q3 2009 (US)

“The insurance industry is undergoing a big transformation and much of that transformation is directed toward how insurers engage with their customers...”

Insurers are inquiring about smart technology that creates the right solutions delivered to the right customer at the right time - and that reduce transaction costs.”

Forrester Research.

FORRESTER

“Sword Ciboodle’s ‘can do’ and ‘no nonsense’ attitude, ease of integration into our culture and speed of delivery were key factors in our decision making.”

Steve Webster, Chief Information Officer, Admiral Insurance

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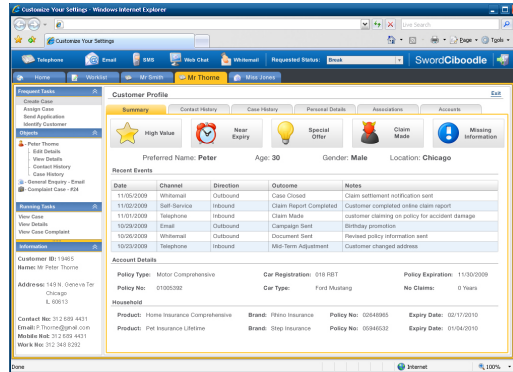
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Architect for change

Sword Ciboodle's flexible architecture makes solutions fast to deploy, simple to customize, straightforward to scale, and easy to manage.

Fully configurable by the business, insurance organizations can modify processes as required, creating a system which is responsive and offers a 100% fit to their needs.



Unified agent desktop

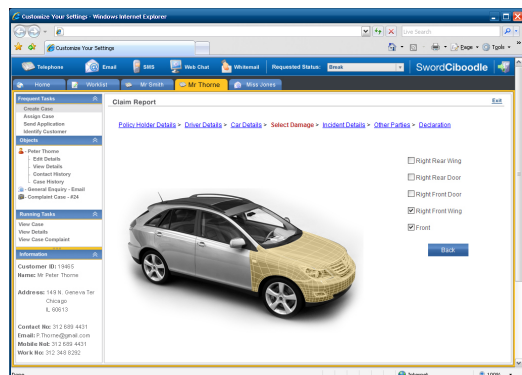
Inherent flexibility enables insurance organizations to move at the speed the business demands, bringing new products to market in as little as five days and delivering real business benefit in weeks rather than years.

Removing barriers to doing business

Sword Ciboodle powers intelligent interactions that are consistent and co-ordinated across all channels: from phone, email and branch, to SMS, co-browse and web self-service; from front office to back office agents to mobile workers.

Natively multi-channel, Sword Ciboodle gives customers complete flexibility in channel choice. Seamless real-time channel transitions ensure an interaction is never dropped or lost. Agents are automatically notified of contact context and preceding events, so they can pick up exactly where the last interaction left off.

Sword Ciboodle has experience in delivering online quote to sale and fulfillment of insurance policies and claims handling for home, auto, health, pets and travel insurers. Breaking down traditional silos in sales and service, Sword Ciboodle simplifies and connects the overall customer experience.



Claim report process

Some of our Insurance Customers ...



ADMIRAL



Deliver value fast

Sword Ciboodle are leaders in speed to value, delivering unrivalled ROI in short timeframes.

Advocating a phased delivery approach allows projects to go from whiteboard to a live environment in as little as 10 weeks, allowing organizations to test assumptions and realize ROI much faster than traditional 'big bang' deliveries.

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“Sword Ciboodle is unique in its ability to understand the special needs of the Financial Services users.”

Mary Pilecki, Senior Analyst, Forrester Research