



Communications Journey Mapping

BUILD BETTER EXPERIENCES

It's all about the experience.

Engaged customers spend more money, are more likely to try new products, and are excellent brand advocates. This is why delivering great experiences is becoming a key initiative for many insurers. However, you might not know how to increase engagement or where your customers are unhappy in their journeys. GhostDraft's communications journey mapping service offering helps you discover opportunities to improve customer communications and identify inefficiencies to enhance the customer experience, increase productivity and save money.

What is Communications Journey Mapping (CJM)?

A communications journey map is a visual guide of your customer-facing touchpoints or interactions. It illustrates your customers' experience and helps you discover gaps, inefficiencies and opportunities to improve your communications and your customers' experience.



Why build a journey map?



Understand your customers' experience

With a detailed communications journey map from GhostDraft, you'll gain complete visibility and insight into your customers' experience and communications journey, allowing you to differentiate your products and services with a unique experience.



Create stronger connections

When you improve your communications, customers become more engaged with your company. Engaged customers have higher retention rates, try new products, spend more money and are more likely to become brand advocates.



Increase productivity and reduce costs

Journey maps help insurers discover new opportunities and identify gaps and inefficiencies that are time-consuming or expensive while failing to add meaning to the customer experience. Removing these inefficiencies not only improves the customer experience, but it also increases productivity and reduces cost.



Create a consistent experience

Often, communications are delivered from several teams or departments within the insurance organization. GhostDraft's communications journey map helps bridge those gaps and silos to ensure a consistent experience across the entire customer journey.



Predict customer behavior

Communications journey mapping offers the ability to anticipate how customers may react to different correspondence with the potential to identify and improve operational inefficiencies. For example, a complicated billing statement can result in a high volume of customer service calls and drop engagement rate. Journey maps enable insurers to develop best practices to deliver clear and consistent communications.

Creating your CJM with GhostDraft.



Capture

GhostDraft works with your teams to capture and document all customer-facing touchpoints or communications interactions in a process or function of your choice.

You gain:

- ✓ 20 hours of consultation time to map one process or function
- ✓ A complete and current communications journey map



Discover

Our insurance experts help you identify and prioritize gaps, inefficiencies and opportunities to enable a better customer communications journey.

You gain:

- ✓ Presentation of findings
- ✓ Expert recommendations for process and communications improvements

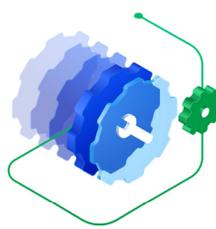


Craft

Working with leadership, GhostDraft builds your future-state or ideal customer communications journey map.

You gain:

- ✓ 5 hours of consultation time to build your ideal journey for one process or function
- ✓ Future-state communications map



Act

With actionable information, GhostDraft helps you implement your ideal journey using our highly intuitive and advanced CCM suite.

You gain:

- ✓ Dedicated support and services to help improve your customers' experience

Why choose GhostDraft?

Insurance-focused expertise

With over 30 years of communications management and document automation experience, GhostDraft focuses on the North American insurance market. Our product development and customer service teams have acquired significant domain knowledge of insurance communications, processes and customer relations. We're always working closely with analysts, industry organizations and our customers to ensure we are up to date on relevant challenges, opportunities and trends in the insurance vertical.

Rapid communications improvement

Why wait to start building better experiences? GhostDraft's communications journey mapping service starts the day you sign up. Within 2 weeks, you'll have a current communications journey map, future-state journey map and a road map with actionable information to start improving your communications immediately. GhostDraft offers a dedicated support and services team to help you leverage the entire GhostDraft suite to create better experiences, greater efficiencies and more agility across any platform.

Let GhostDraft do the work for you

GhostDraft's insurance experts work with you to build your communications journey maps so your teams can focus on what they do best. We're always asking 'what can we do to advance you to the next level?' This is one reason why top insurers choose GhostDraft for communications journey mapping.



Meet your customers' changing needs with advanced customer communication management.

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