



How to

Streamline Manuscript Endorsements with Advanced CCM

EBOOK



Introduction

With changing regulations, intense competition, and shrinking growth rates in the U.S. insurance industry, carriers need to enhance business processes for agility, flexibility, and operational efficiency. This is especially true for specialty carriers who are behind the curve in terms of business automation due to the nature of complex and often highly customized coverages.

As a manual and error-prone process, manuscript endorsements are one of the most substantial operational inefficiencies for specialty carriers. While under a time crunch, underwriters must be extremely careful when drafting manuscript endorsements. Any ambiguity or inaccuracies in the policy can be interpreted adversely against the insurer, creating high levels of risk.

Many carriers still rely on Microsoft products to build manuscript endorsements, frequently resulting in delays and inconsistent communications.

Using an integrated and advanced customer communications management (CCM) platform enables automation and makes the process of creating and approving manuscript endorsements more effective and efficient.

This guide will cover the most common ways CCM helps drive seamless manuscripting to ensure flexibility, compliance, and increased speed to market for insurers.

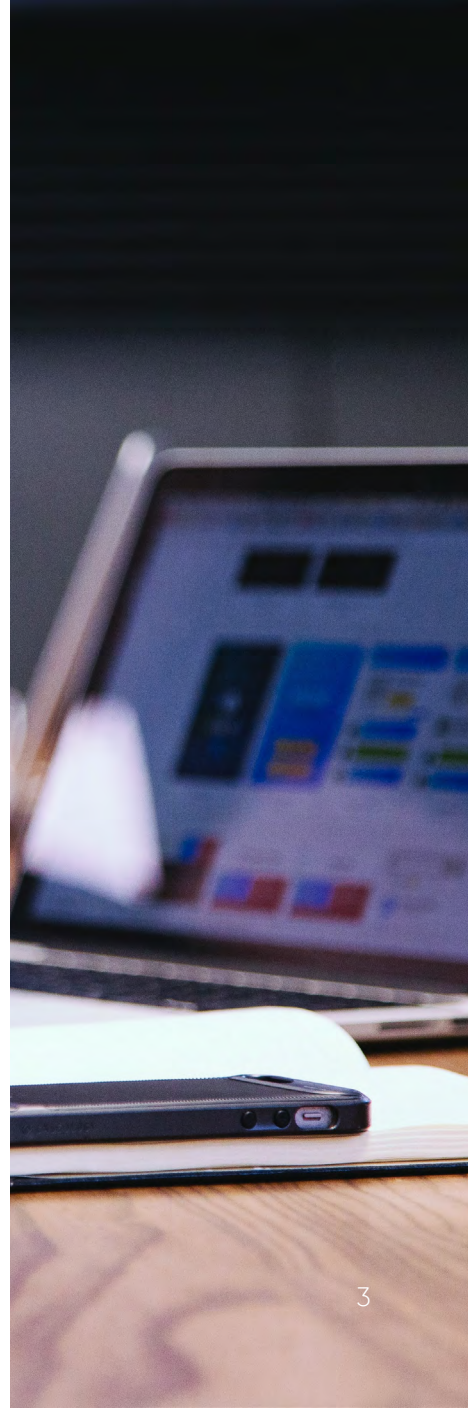
Let's get started.

Flexible and Accurate Authoring

Rich text editing and upload capabilities provide unique support for manuscripting and personalized correspondence without compromising compliance and consistency. Advanced CCM solutions often offer several options for document authors to include manuscript endorsements into a policy.

- ✔ Type directly into the CCM authoring environment
- ✔ Copy and paste from a program such as Microsoft Word
- ✔ Upload PDF or MS Word document

Using an advanced CCM system instead of standalone MS Word or other basic products delivers flexibility for underwriters while enabling automation. This reduces reliance on IT teams and ensures efficient and consistent manuscript endorsement production.



Content Libraries

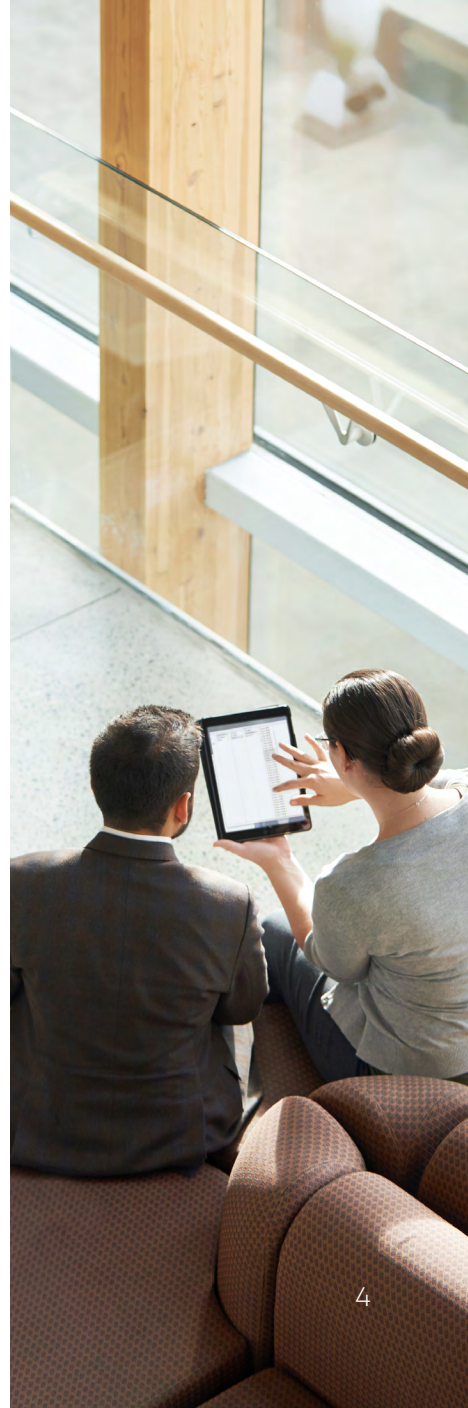
CCM systems empower insurance business users to create and manage unlimited templates from one location, and many solutions help manage content in a similar fashion.

Content writers creating manuscript endorsements with a CCM solution can store content in a centralized repository, making it shareable across teams, departments, or even the whole organization. This content can be used on numerous templates and documents, ensuring consistency and compliance while reducing time to market.

When a shareable piece of content is modified and approved, it is automatically updated on each template, form, or document where that content appears. This simplifies change control and empowers business users to make changes across hundreds or thousands of documents in seconds.

Additionally, users can specify if default or shareable content can be editable by content authors or unchangeable, making it faster and easier to ensure approved content is used in policy or claims communications.

Reusing content for manuscript endorsements accelerates production time while providing the flexibility needed to deliver customized policies to insureds.



Templates

Many underwriters using MS Word for manuscript endorsements struggle with formatting inconsistencies and formatting issues. Copying and pasting from Word into the policy or claims system often means losing formatting, creating duplicate work for content authors and risk for consistency and compliance errors. This results in process inefficiencies and takes valuable time away from underwriters.

Insurers who use CCM systems leverage templates to ensure consistent formatting across all communications. Business users can apply field usage, logic, and rules to templates, creating data-aware documents. Using these templates, document authors can upload or copy and paste content using data capture to reform content dynamically and maintain formatting.

Modern CCM solutions deliver real-time document review, allowing business users to preview the finished document while capturing all information for personalization.

In addition, insurers can use templates to lock-down specific sections or pages such as legal disclaimers or headers. This provides underwriters with the flexibility to edit policies where needed while supporting compliance and consistency.



Core System Integration

A seamless manuscript endorsement process optimizes and accelerates production, getting communications to the customer faster. This is why insurers need a CCM solution that integrates with policy administration or claims core systems.

With an integrable CCM suite, content authors are empowered to draft manuscript endorsements directly into the policy or claim document within the core system. This allows business users to create workflows using the core system to automate issuance or begin the review and approval process.

Having an integrated CCM suite that powers manuscripting in the core system also creates a centralized place for tracking and reporting. Instead of monitoring the status of a policy or claim document in multiple systems, stakeholders have the ability to monitor projects using core system dashboards and metrics.



Collaboration and Approval

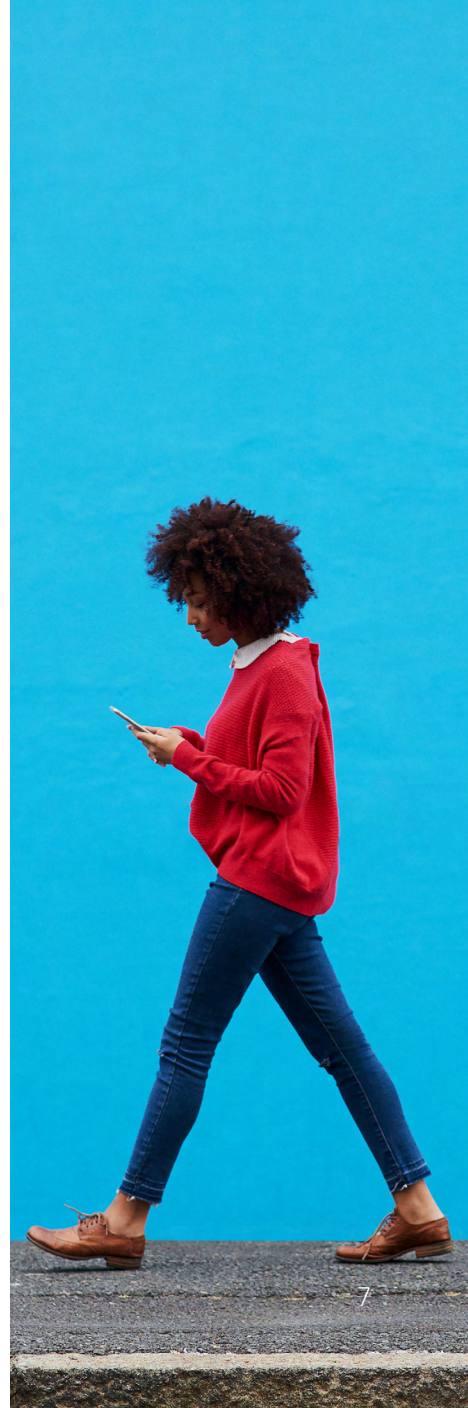
While most manuscript endorsements do not require filing, insurers need compliance and legal teams to be involved in the production and review processes to minimize risk.

Using an advanced CCM solution, content authors, compliance, and legal teams can work on templates, documents, or shareable content simultaneously. The real-time co-authoring capability delivers instant engagement within the application, making it more like an in-person work session. Collaborators can align and finalize details of an endorsement more efficiently and quickly.

Additionally, users can add or reply to comments, track changes, and flag content for review. This creates a record of suggested and approved amendments to more effectively manage changes made by several reviewers to the same document.

Insurers also use CCM solutions to compare several versions of manuscript endorsements. The CCM system will highlight differences between versions, empowering business users to review and compare quickly.

The collaboration and review capabilities of CCM systems give insurers the flexibility to create approved manuscript endorsements efficiently, helping insurers get to market faster.

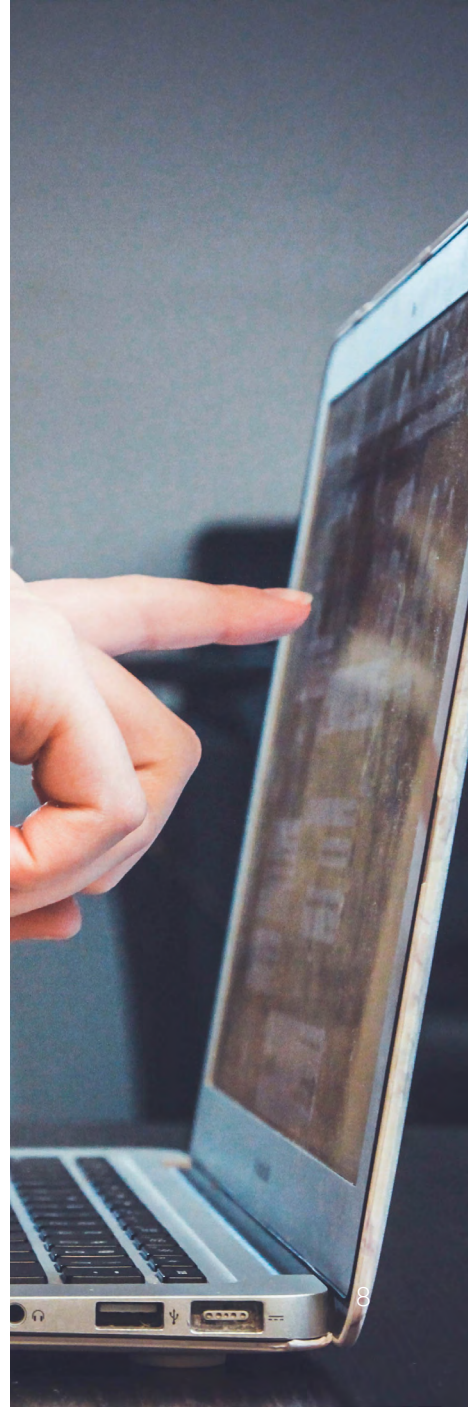


Automation

Many underwriters modify and edit manuscript endorsements several times before delivery. Even during a policy renewal, manuscript endorsements are likely to change to reflect recent updates. With an advanced CCM system, versioning and archiving are automated, allowing insurers to ensure all revisions are tracked, stored, and easily accessible.

When using a CCM system for automated versioning and archiving, business users have the ability to audit the history of an item, review content changes, restore previous versions, or compare versions.

Additionally, modern CCM solutions track and store comments and review history to provide insurers with a complete audit trail. Many content authors find this useful to justify changes.





Now that you know how CCM can help drive agility, flexibility, and efficiency around manuscript endorsements, evaluate your technology and processes to find opportunities to boost productivity and speed to market.

GhostDraft's CCM suite is designed to help specialty carriers never miss an optimization opportunity. To learn more, visit www.ghostdraft.com or get in touch with us at info@ghostdraft.com.