

# CustomerCore DXP

## Giving Your Customers a True Omnichannel Experience

It isn't enough to give your customers multiple ways to contact you. What they want is a single, seamless experience across all the possible ways they might interact with you: sitting across from your representatives; using mobile or online apps; sending letters, emails, or text messages; or talking or chatting with contact center agents.

CustomerCore™ DXP—Digital Experience Platform—is the newest member of EIS Group's CustomerCore family of products. It enables insurers to go beyond multichannel access by unifying online, mobile, and contact center channels, and connecting those channels—in real time—with core insurance systems. CustomerCore DXP improves access and provides a greater level of transparency into the insurance process for all end users, so communications are more coherent, relevant, timely, and engaging. It streamlines and secures every business transaction, from shopping for policies to submitting claims.



### Power Your Digital Strategy with CustomerCore DXP

Omnichannel interactions are enabled via CustomerCore DXP with these key technologies:

- New-generation REST APIs that provide efficient and secure access to your core system transactions and data.
- Prebuilt mobile apps that are designed to be easily configured to meet the self-service needs of your customers, agents, and vendors.
- Context-aware, responsive design features that allow interactions to flow seamlessly from one channel to another while adapting content and functions based on business requirements, user authorities, and device capabilities and constraints.
- Preintegration with the core systems in the EIS Suite™—PolicyCore™, ClaimCore™, BillingCore™, and CustomerCore—for fast, effective implementation of your digital strategy.

### Improve Retention with Satisfied Customers

CustomerCore DXP helps insurers improve customer satisfaction and retention by delivering a more responsive, engaging, and satisfying experience across any channel a policyholder prefers.

- Your customers can confidently start a purchasing, billing, policy servicing, or claims transaction in any channel, then securely pick it up in another channel in real time without having to repeat or reenter information.
- Your agents and brokers have secure, consistent, up-to-date access to all contextually relevant information about a customer—an address change, a billing question, claims history, and more—at any given point, through any given channel.
- Your back-office data preserves business context and information as it flows easily, securely, and privately between channels, maintaining a complete track record of interactions and outcomes.