

Lititz Mutual Insurance Discovers New Efficiencies with Cincom Eloquence[®]



Regional Property/Casualty Insurer Finds Big Savings



Little did 43 farmers know when they got together 130 years ago that they would one day service the insurance needs of 80,000 small businesses and individuals. Based in the small town of Lititz, Pennsylvania, that business is now known as Lititz Mutual Insurance Company and offers property and casualty insurance across 10 states through its 700 independent agents.

As the business continued to expand in recent years, Scott Lutz, VP of Claims and 30-year veteran of the company, knew it was time to revisit the company's manual and often tedious communications processes. He knew some of the latest technology advancements could improve efficiencies as well as consistency and accuracy.

"We evaluated multiple solutions, including the time and money it would take for our IT organization to create our own proprietary solution," said Lutz. "What we found was that Cincom's functionality, speed, ease of use and overall expertise in the insurance industry was second to none. We decided to move forward with the Cincom Eloquence solution and have been pleased with the results ever since."

Efficiency Gains Deliver New Opportunities

Lutz and his team of a half a dozen service representatives work tirelessly to ensure that all communications with policyholders and agents are conducted in a timely manner. However, their manually intensive processes were outdated and inefficient and created opportunities for data entry errors and inconsistencies. With an average of 380 correspondence letters each month covering 10 different states, Lutz's team was also challenged to ensure that the correct regulatory language was in place on every communication.

According to Lutz, "Once we implemented Eloquence, we were able to see significant productivity gains with our on-demand, interactive communications. Before, our examiners would basically bring up a blank sheet and start typing in the policyholder's name, date of birth and the letter language that was stored in Microsoft Word. Now, the examiner

Size:

- 80,000 policyholders
- 700 independent agents
- Operating in 10 states
- Rated "A (Excellent)" by A.M. Best

Communications:

- 6000+ claims communications generated each year (batch)
- 5000+ claims communications generated each year (interactive)

Impacts:

- Saved several minutes per interactive letter, freeing up an additional 12-15 hours per month
- Eliminated wasted time at printer and scanner with integrated imaging system for "no-touch" archiving
- Reusability of compliant-ready content reduced inconsistencies and risk
- Improved job satisfaction among staff who are able to expand responsibilities and focus on customer service

Integrations:

- DXC Claims (formerly CSC Claims)
- ImageRight (enterprise content management)

Applications:

- Claims

simply chooses the correct letter template that has been pre-built with all of the correct criteria and language. They fill in a few fields, and then the system pulls the correct data in and executes against rules logic that ensures the correct content is included in the correspondence, saving our organization several minutes on each communication.”

In addition to faster production, the Lititz team is also eliminating time wasted walking to and from the printer and scanner machines to ensure that each document is archived properly. With Cincom’s open architecture, the team was able to integrate its imaging system directly with Eloquence. Lutz added, “By eliminating the manual handling of each communication, we’ve been able to save countless hours and dollars. All our representatives have to do is hit ‘print’ on the letter, and the system does all the work. The efficiency, speed and ease of use is amazing.”

The increased productivity is further evident in the staffing plan at Lititz. “We recently had someone retire, and with the new system in place, we were able to absorb his caseload without having to hire a replacement for his position.”

Lutz is also pleased that his team members now have more time to spend servicing policyholders and agents rather than handling communications. The extra time has enabled him to expand their responsibilities from more clerical, data-entry work to a more customer service-oriented role, which in turn has created a more rewarding job for many of them.

Consistency Ensures Accuracy and Compliance

Another goal Lutz and team had in mind with the move to more modern customer communication technology was to create consistency across the company’s varied correspondences. “When you have six or seven different people writing their own letters, they are not always the same. Using the templates and reusable component capabilities within the Eloquence system, we’ve been able to reduce our risks and ensure that we are compliant with the ever-changing regulatory environment,” said Lutz.

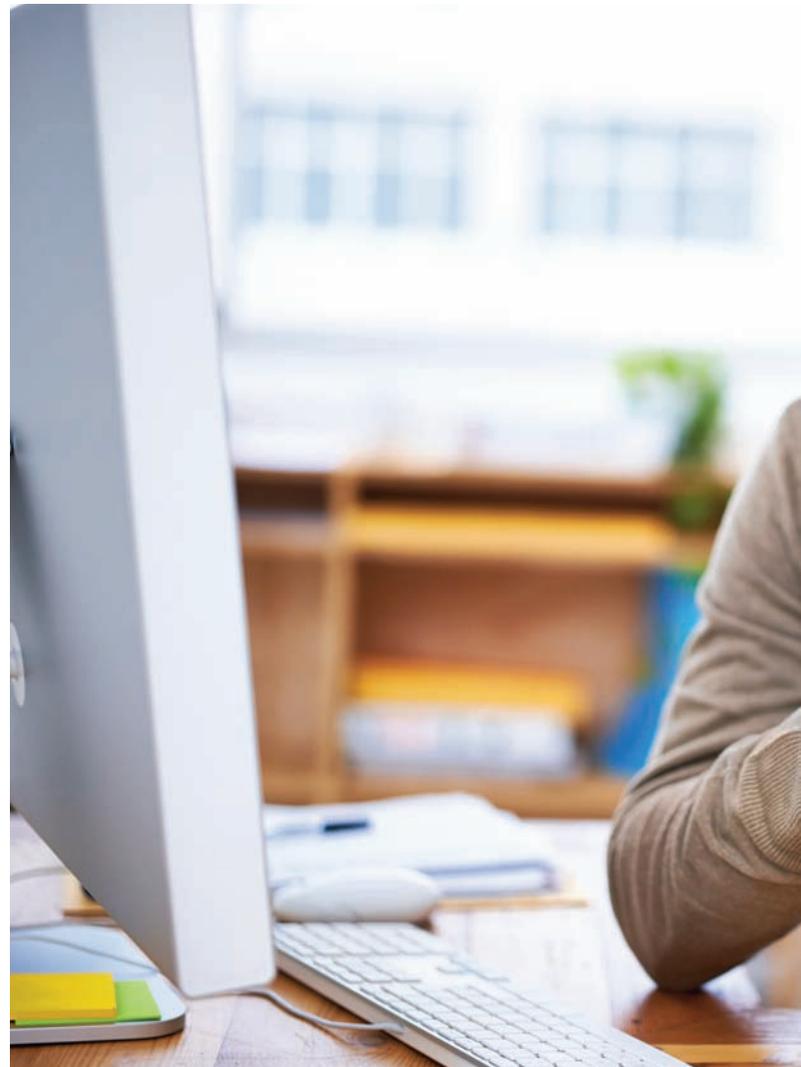
For example, the mandatory fraud language is different in each state Lititz services. To generate the appropriate correspondence, the system simply looks at the state in which the policyholder is filing the claim, and rules logic within the template pulls up the correct fraud language. The Lititz team member simply plugs in a few additional data points and the correct correspondence is generated.

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The template content can be easily modified by authorized users to address changing requirements or special conditions. This is often the case when large weather events such as hurricanes hit Lititz’s insured areas. With each state requiring a unique language to be added to all hurricane-related claims correspondence, Lutz and team are able to easily comply by incorporating new language into existing templates or quickly creating a new template (based on previous versions) that meets the requirements.

One of the biggest areas in which Lititz has seen the value of the system’s ability to create consistent, compliant communications is with settlement letters. Before Eloquence, these letters were typed by individuals, using a variety of text and explanations. “These letters were often inconsistent as different staff members put their own spin on the settlement language. Sometimes, policyholders would be confused by the terminology and would call into our office for further explanation. With Eloquence, we just fill in the deductible amount and the amount of the payment, and the system generates a clear and consistent communication. This has not only cut down on calls, but also improved our customer experience.”



Preparing for the Next 130 Years

Others across the organization have taken notice of the improvements and efficiencies the Claims department has experienced with Cincom Eloquence. As Lutz and team plan to continue to explore more uses of the system, the Accounting department may be the next opportunity for improvement. According to Lutz, “Even though the Accounting department has less variety in the types of communications they send out, they have a larger volume, which can be easily managed by the Eloquence system. When each policy comes up for renewal, the Accounting team has to send a letter out to every renewing policyholder, which is approximately 80,000 letters each year. Saving minutes and improving consistency across this many letters has the potential to generate significant savings for our organization and drive a better customer experience.”

In the meantime, the Claims team will continue to sharpen its process and serve its customers and agents with the personalized attention and consistency that its forefathers envisioned 130 years ago.



Product Snapshot

Cincom Eloquence provides the ability to securely and efficiently design, deliver and deploy documents that help communication-intensive organizations like Lititz Mutual Insurance create a better customer experience while dramatically reducing the risk, time and costs associated with the process of customer communications management. Designed with modern, intuitive interfaces in mind, Cincom Eloquence helps companies take advantage of data that is often locked within older, legacy systems to streamline modern workflows and automate communication processes. For Lititz Mutual, having a customer communications system that can efficiently create consistent and compliant communications helps them focus on what they do best—serving customers and growing their business.

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