

Majesco and SPLICE Software create enhanced customer communications

Integrated solution delivers customer engagement through patented human voice technology

Partnership Delivers Enhanced Customer Experience Capabilities

Traditional customer communication of email and direct mail creates a world of non-engaged customers due to limited customer engagement. The lack of engagement leads to misinformed or uninformed customers that can lead to increased call center volumes, increased operational costs and most importantly ... unsatisfied customers.

Today's customers are looking for proactive communications that inform, connect, provide increased value that together enhance the relationship. Customers expectations are set by other industries and companies that use technology to support anywhere, anyhow, and any way approach to engagement.

In this highly competitive market, where engagement technology is playing a key role, insurers are choosing to focus their strategy on customer experience to enhance the relationship and ultimately retention.

SPLICE and Majesco's integration offers engagement options that match insureds preferences and lifestyle. Our solutions improve, but are not limited to, the following use cases to streamline customer experiences:

- Claims Status Updates
- Premium Change Notifications
- Quote Follow-Up Messages
- Claims Prevention Communications



A Powerful Partnership

Together, Majesco and SPLICE enable insurers to drive desired engagement communications while:

- **Improving** loyalty & retention
- **Increasing** customer engagement
- **Reducing** operational costs
- **Enhancing** customer experience
- **Creating** a competitive advantage

In today's digital world, customer engagement and experience are what sets the leaders apart by providing the right communication at the right time and with the right technology.

Partner Solution Highlights

- Implementation in 4-6 weeks
- Secure data communications with real-time updates
- Reduce communications costs up to 5%
- Increase customer attention by 30%
- Increase customer engagement by 100%
- Enhance the customer relationship
- Create targeted messaging strategies based on engagement metrics and reporting

The Majesco and SPLICE partners will enable insurers to deliver personalized communication, providing convenient, timely, preferred and relevant interaction that will enhance the customer experience through the seamless integration of the SPLICE solution with Majesco DigitalConnect.

The integration will enable further innovative capabilities such as real-time, data-driven human voice messaging leveraging Internet of Things (IoT) technology for home, auto or people, to help insurers focus on risk mitigation or avoidance rather than paying claims.

Integration between SPLICE and Majesco solutions provide insurance carriers with customer experience and engagement, and keeping the customer informed is a big part of that. Preference and choice together with accurate and relevant data are key. Our integration with Majesco's DigitalConnect platform gives insurance carriers a simple and secure way to engage their customers!

“The SPLICE team has done an excellent job innovating around the key customer interactions that form lasting impressions and shape customer engagement scores. In partnership with SPLICE, we are able to offer the next level of truly personalized service for our customers.”

— Ed Ossie, Majesco



About SPLICE

SPLICE Software is the premier service providing custom solutions that connect corporate and consumer across all mediums of automated communication. With its patented human voice software, SPLICE works to give your brand a distinctly human voice. SPLICE creates real-time engagement that builds brand loyalty. Corporations are able to authentically interact with their consumers, in a personalized fashion that takes into account permissions and preferences, to create proactive, relevant communications. By this method, SPLICE improves the customer experience.

info@splicesoftware.com
www.splicesoftware.com

About Majesco

Insurance business transformation is a journey of change and revitalization, a Renaissance of Insurance. Over 150 insurance companies worldwide in P&C, L&A and Group/ Employee Benefits are transforming their businesses with Majesco's solutions. Our market leading software, consulting and services uniquely underpin the entire insurance value chain and empower insurers with the agility, innovation and speed needed to meet their transformation opportunities head on. Majesco's solutions include policy management, new business / underwriting, rating, billing, claims management, distribution management, BI/ analytics, predictive modeling, digital platform with mobile and portal, testing services, cloud services, bureau and content services, transformation services, consulting services and more.

