# THE ADOBE DOCUMENT CLOUD ADVANTAGE FOR INSURANCE

Streamlining customer experiences and accelerating document processes

**For years, the insurance industry has been in a state of disruption, facing more competition, commoditization, and regulation than ever before. As the industry turns the corner and looks for growth opportunities, it faces many challenges, including how to improve customer experiences, increase business speed, boost efficiency, and reduce costs. Simultaneously, insurance institutions must meet the highest standards for security, compliance, and privacy.**

Paper-based documents—applications, policies, renewals, and claims—introduce significant delays, errors, and cost into the daily operations of insurance companies. Firms are looking for ways to transform their document processes and improve business results. Digital document solutions bridge the gap between existing paper and digital document processes, streamlining customer interactions. *Adobe Document Cloud* helps simplify document workflows both inside and outside the company, while reducing costs and speeding up business.

In addition to the demand for increasing business speed, customers are also demanding access to insurance services anytime, anywhere, on any device. Insurance firms today need to provide secure, differentiated customer experiences while accelerating business and reducing overall costs. To meet these challenges, it is a critical that they to transform their paper-based processes into compelling digital experiences.

## Below are some examples of how insurance companies are using Adobe Document Cloud:

**Sales**
- New policy applications
- Policy quotes
- Coverage election forms
- Corporate benefits contracts
- Agency contracts

**Human Resources**
- Candidate recruitment
- New hire onboarding
- Contractor agreements
- Policy acknowledgments
- Training compliance
- Benefits enrollment
- Compensation agreements

**Service**
- Claims forms
- Change requests
- Beneficiary and power of attorney forms
- Medical release and settlement forms
- Policy renewals

**Procurement**
- Request for proposals (RFPs) and bid packages
- Purchase orders
- Master service agreements
- Vendor contracts
- Renewal agreements
- Invoices

**Legal and compliance**
- Contracts
- Nondisclosure agreements (NDAs)
- State-required forms
- Audits
- Outside counsel agreements
- Internal compliance

**IT and operations**
- Asset documentation and tracking
- Change forms
- Authorization forms
- Access management
- Incident reporting
- Work orders

An IDC study found that 77% of line-of-business leaders say that the gaps in automation in their existing systems adversely impact the quality of the customer experience. And 63% say that document process issues negatively impact customer satisfaction. However, the study found that companies that are embracing digital transformation are already 26% more profitable than their peers.*

**A strategic advantage**
Digital experiences can help insurance companies break through the noise to drive customer engagement and make a business impact. Adobe Document Cloud is a suite of services and software designed to enable organizations to digitize any type of paper-based document process. With Adobe Document Cloud, insurance companies can gain sustainable competitive advantages while meeting high industry standards. Key benefits include:

- **Superior customer experience**—Avoid the frustrations and delays associated with paper processes. Digital documents enable content to be reliably consumed on any platform, making it easy for customers to sign up, renew, or transact financial business anytime, anywhere, on any device, even mobile.

- **Faster speed of business**—Insurance companies are automating document workflows—from applications and claims, policy renewals, and change forms—to speed reviews and approvals. Adobe Document Cloud transforms document-based processes to get business done faster and help insurance companies compete more effectively.

- **Secure and compliant document interactions**—Insurance firms must meet increased security, privacy protection, data quality, auditability, and compliance requirements across diverse geographies and businesses. Adobe Document Cloud automates and standardizes the creation of compliant PDF documents, ensuring more secure and compliant application processes.

- **Increased operating efficiency**—Tracking and managing paper-based document processes across insurance operations requires significant administrative overhead. Adobe Document Cloud helps insurance companies transform manual and paper-based processes into comprehensive digital capabilities. Digital documents decrease transaction times and risk associated with human error, improve transparency and security, and increase the speed of business. And integration with existing IT, HR, procurement, sales, and legal workflows automates and simplifies document communication processes.

- **Improved mobile productivity**—Simplify the signing and contracting experience for customers with mobile capabilities and an intuitive user experience on any device. Customers can sign applications, policies, and claims, anywhere, on any device—all in real time. Agents can start a transaction on a mobile device, continue on a desktop, and complete it on a tablet—picking up seamlessly wherever they left off. Whether they're creating, editing, or signing PDFs; collecting signatures in person; or managing the signing process; they can stay connected and productive wherever they go.

**Insurance industry leaders transform business processes**
Adobe Document Cloud accelerates the transformation of paper-based processes into end-to-end digital capabilities, delivering secure, reliable digital documents and workflows. It is used by Fortune 1000 companies, financial services institutions, government agencies, technology companies, and healthcare organizations to accelerate sales, HR, procurement, IT, and legal processes. Adobe Document Cloud quickly integrates with existing business systems and workflows, extends mobile productivity, speeds up business, and effectively reduces risk resulting from human error.

Organizations using Adobe Document Cloud are making significant, quantifiable strides towards meeting their business goals. Unum, a leading provider of financial protection benefits in the United States and

the United Kingdom, improved its customer experiences and increased responsiveness using Adobe Sign. "Instead of it taking a day to send out a policy change form on paper, and then waiting a week or longer for the completed form to come back, 70% of returned forms are received within 24 hours," says Christine Francis, business operations development manager, shared services, Unum. "At Unum, customer experience is always top of mind. With Adobe Sign, we are offering solutions to our customers that work for them, making us more flexible and easier to do business with." adds Kristina Welke, assistant vice president, shared services, Unum.

**The cornerstone of improved business returns**

Adobe Document Cloud is a foundational technology for all types of insurance firms. It provides everything needed to create all-digital document workflows—quickly and securely, in the systems insurance companies are already using. Adobe Document Cloud delivers a complete portfolio of solutions that includes Adobe Acrobat DC, *Adobe Sign*, and powerful mobile and web applications. Adobe Document Cloud offers comprehensive digital capabilities for meeting the demands of today's ever-changing marketplace.

*Streamlines customer experiences*

Adobe Document Cloud delivers the personalized, frictionless interactions insurance customers expect. Customers are able to access, review, approve, and even sign documents easily, instantly, and from anywhere.

· **Allow instant access**—Doing business with your organization just got easier. With a few clicks, customers can easily access, review, and submit comprehensive enrollment and policy documents using mobile- and web-optimized PDFs from anywhere, no paper required.

· **Make it easy**—Use electronic forms to enable form filling and e-signing on desktop, web, or mobile.

· **Sign on the go**—Customers can sign applications and policy forms, or required claims documents anytime from virtually any device. For a personalized experience, customers can sign in person using a tablet.

*Enhances security and compliance*

With Adobe Document Cloud, organizations can automate and standardize document-based processes in a trusted and secure ecosystem.

· **Enterprise-strength security**—Paper documents are vulnerable to loss or theft. Adobe's secure cloud platform protects sensitive customer, disclosure, and agreement documents, increasing transaction security.

· **End-to-end electronic signature processes**—Reduce error and omission (E&O) exposure by building end-to-end electronic signature processes. Easily request signatures on required documents using a browser or mobile device. Send reminders automatically and keep track of document signing status in real time.

· **Robust audit trail**—Automated routing and tracking of critical documents provide a clear audit trail that details when documents were delivered, signed, and opened—meeting compliance regulation.

· **Legal and compliant e-signatures**—Adobe Sign complies with the Electronic Signatures in Global and National Commerce Act (ESIGN) and the eIDAS e-signature regulation in the European Union. It also meets or exceeds strict regulatory standards including the Gramm-Leach-Bliley Act (GLBA) for bank and financial institution compliance, ISO 27001, SOC 2 Type 2, and Payment Card Industry Data Security Standard (PCI DSS). Adobe Sign also helps Covered Entities comply with the Health Insurance Portability and Accountability Act. For more information, visit the *Adobe Sign Trust Center*.

· **Authentication and tamper evidence**—Ensure the authenticity and integrity of digital documents and help prevent the inadvertent exposure of sensitive information. Documents are digitally sealed and maintained in a protected data center.

*Increases the speed of business*
Adobe Document Cloud significantly decreases errors and speeds completion times for new account paperwork, policy renewals, or claims management.

- **Grow revenue**—Distributing digital documents from anywhere, on any device, reduces the delays inherent in any document-intensive process. Insurance companies no longer need to wait for the right person to be in the office, the fax to be returned, or the overnight package to be delivered to move business forward.

- **Reduce errors and improve processes**—Eliminating rekeying errors and reducing the time spent processing paperwork can dramatically improve staff productivity.

- **Track and manage progress**—Always know the current status of a document—when it is opened, viewed, and signed—which is key in time-sensitive transactions.

*Saves time and resources*
Adobe Document Cloud enhances operational efficiency, reduces the cost of paper-based processes, and improves visibility of critical documents across the organization.

- **Free up resources**—Accelerate tracking and processing disclosures, applications, or claims and keep track of document attachments. Quickly find documents by searching by customer, company, or date.

- **Efficiently manage workflow**—Increase document visibility and reduce the effort required to chase application or claim details by keeping every document instantly accessible for review.

- **Cut costs**—Cut or eliminate the costs and environmental impact of postage, shipping, faxing, printing, and physical storage.

## Adobe—A global leader in secure digital documents

With Adobe Document Cloud, you can transform how your organization engages with your customers, employees, and vendors by eliminating manual, paper-based document processes. Adobe Document Cloud provides a trusted and secure ecosystem for documents, signatures, and business processes that is supported by a comprehensive network of technology, people, and strategic partnerships. Seamlessly integrating into your existing enterprise systems and business applications, Adobe Document Cloud solutions empower departments across your organization to increase operational efficiency, reduce risks associated with human error, and create intuitive end-to-end digital experiences on any device.

Insurance companies are seeking growth in the face of rising operational costs, increasingly complex compliance and security requirements, and more competition for customers—and they are realizing a cloud-based digital document solution can give them a competitive edge. With Adobe Document Cloud, insurance companies gain the ongoing support and reliability of Adobe, one of the world's largest Software as a Service (SaaS) companies. Adobe has been a leader in secure digital documents for over 20 years. Adobe solutions are used by global Fortune 1000 companies across a broad range of industries because Adobe's global leadership, innovation, and reliability translate into cost savings, increased efficiencies, and peace of mind.

## For more information
*https://adobe.com/go/documentcloud*