

Insurance

Managing complexity and change through clear, concise, and effective content



THE SITUATION

The insurance industry will embark on the greatest transformation journey in its history within the next ten years. A perfect storm of evolving consumer behaviors, intensifying competition, disruptive technological revolution and ever-changing climate is underway, which will shake the foundations of existing business models and practices in place.¹

THE CHALLENGE

In this complex and competitive environment, it is critical that high-value content such as policies, procedures, product, and sales and marketing information be clear, concise, consistent, easy to find, and easy to use. However, in many organizations this valuable asset is not being strategically leveraged.

Instead high-value content is written and stored using outdated practices and formats. It resided in multiple information systems and versions, and it cannot be easily shared, reused or repurposed. This old way of managing content is inefficient and costly. Is your insurance company's content ready for the future?

THE SOLUTION

We excel at future-proofing and transforming high-value content. Precision Content® is way of capturing and documenting knowledge and business processes that leverages industry standards and best practices to make your content usable, flexible, manageable, and portable.

We partner with you to define, design, and build a solution to transform your content that fits your budget, capabilities, and IT infrastructure. We then equip your organization with the tools and training needed to maintain and grow your new content.

WHERE DOES PRECISION CONTENT® WORK?

Precision Content® has been used in many key departments and functions including

- Underwriting
- Claims and support call center operations
- Product and marketing groups
- Information systems
- Training and onboarding

¹ Deloitte - Property and Casualty Insurance Re-imagined: 2025 How consumers, technology, and competition will radically transform Canada's Property and Casualty (P&C) sector over the next ten years.