

SSP eBusiness

Enhancing your connectivity and productivity.

Connecting with your customers through e-business is key to staying competitive, boosting productivity and driving growth.

Your challenges.

Connecting with customers and prospects, trading partners and suppliers, regardless of geographical location, in an effective, productive and cost-effective way, is the key to profitable growth. Insurers are fully aware of this, which is why e-business is fast becoming an industry essential.

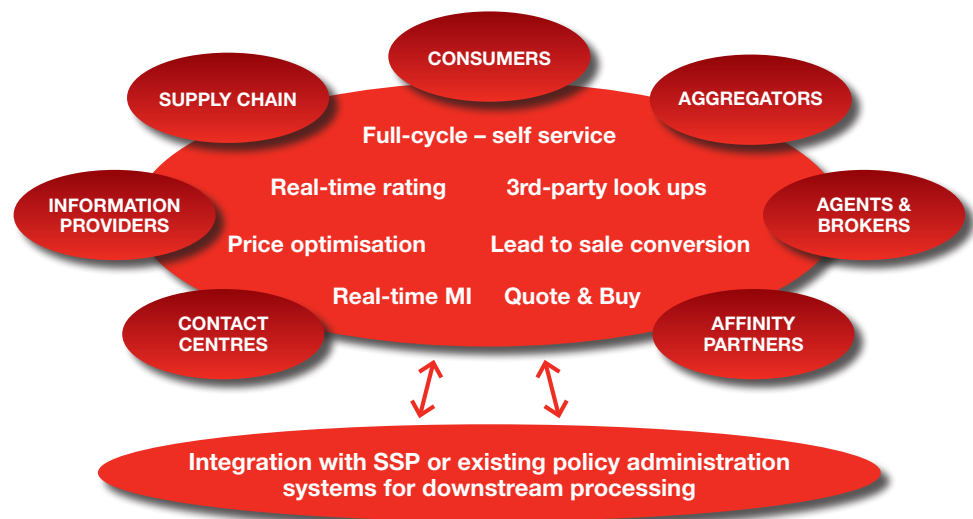
In the past, e-business was little more than a website or quote and buy system. However, with the rise of aggregators and online channels, customers are increasingly doing business via digital devices. Agents, brokers, banks and affinities are all using digital channels. This looks set to continue, enabling closer working, more effective satisfaction of customers' needs, improved performance and higher customer retention.

In this environment, connecting with your customers – as well as joining up your internal functions and departments – through e-business is key to staying competitive, boosting productivity and driving profitable growth.

Your solution: SSP eBusiness.

For over 10 years, we've been delivering e-business solutions. In this time, we've built a wealth of knowledge and experience in both personal and commercial lines e-business, which allows us to provide real value to our customers, many of whom have developed their online channels in partnership with us.

Built for multi-channel distribution.



Performance without the drama.

SSP eBusiness puts
you in control of
your business.

Connecting you to your market – faster.

As you'll know, the electronic distribution of products is fundamental, whether through broker systems, direct to the consumer or another business, or through third parties such as aggregators, banks and affinities. SSP eBusiness delivers solutions in each of these areas, either as a hosted and managed solution, hosted by our clients or their existing providers, or through Software-as-a-Service (SaaS).

Using a variety of different rules and rating methods including our own product components or third-party tools such as Polaris Productwriter, we create solutions that allow rapid build and distribution of products and schemes for online trading. This allows our clients to reach their target customers quickly, without the need to wait for long update cycles.

SSP has created a dynamic approach to help you handle real-time rating. Our clients can adjust rates based on individual risk profiles, using enriched data via third-party databases, such as credit, fraud and claims checks, and handling the massive volumes via aggregators – all in real time.

Driving effectiveness through full-cycle online processing.

Increasing revenue whilst controlling operating costs is key to profitable growth. Straight-through processing – linking the online party with the core administration system – is the foremost way to reduce these costs.

We deliver true, secure, full-cycle online processing, which reduces costs and allows you to focus on revenue. Moving policy administration to the front line, allowing customers to maintain their own policy on demand through their 'My Account' area, saves you time and effort whilst boosting their satisfaction.

SSP has delivered online full-cycle solutions either integrated into SSP systems or linked to an existing back office thus providing one 'version of the truth' and ensuring the integrity of the policy record. We recognise that opening up legacy systems to the online channel is often the preferred route and our componentised architecture has been designed to enable this 'enhance-and-evolve' model, thus removing the need to change existing downstream processes merely to accommodate a new business channel.

Enabling greater business control.

SSP eBusiness puts you in control of your business. Whether through our MI packages or data extracts linked to your existing information systems, you can gain greater knowledge that can be used to build products, adjust rates, and grow or reduce sales volumes against specific risk profiles.

Performance without the drama.

We've built a strong understanding of how a new generation of communication methods can help you achieve growth.

Building relationships through a real-time Contact Centre.

We recognise the importance of the human touch, whether for help, assurance or feedback. That's why SSP eBusiness delivers full Contact Centre functionality, connecting you, your customers and end users quickly and easily.

Contact Centre analysts can securely access your customers' data in real time so that they can provide that help when it is most needed. Click-through and follow-up quotes from aggregators are also accessible via the Contact Centre interface for the purpose of lead to sale conversion.

By reviewing quotations ahead of contacting the customer, our Contact Centre solution has recorded conversion rates of over 30% – controlled by you to ensure that growth is tailored to your target market.

Delivering website design for multi-channel access.

Many insurers already have established online brands and live websites. In this case, we can accommodate existing layouts and requirements to provide a seamless online experience.

However, over the years we've learned how to ensure that your website has the right look and feel for your target customers. We also understand when you want as much control as possible over your own website content, which is why we integrate content management software (CMS) to ensure self-sufficiency.

Websites need to be optimised for multiple channels and communication devices, and it's vital to consider this during design. So our in-house team can provide advice on easing the customer journey and user experience. With increasing interest and use of mobile access, downloadable applications and social media channels, we've built a strong understanding of how a new generation of communication methods can help you achieve growth.



We deliver robust,
secure and scalable
SaaS e-business
solutions.

Software-as-a-Service.

As well as traditional shared or dedicated hosted environments, we deliver robust, secure and scalable SaaS e-business solutions. A single SaaS application can serve more than one client or affinity, each with different needs. It can also provide a single source of services for different applications, be they web or Windows-based. With no need to invest in hardware resources and IT staff to manage dedicated environments, you benefit from clear savings in time and costs.

Cloud computing.

Many insurers see cloud computing as a priority for 2011. That's why SSP eBusiness can help you make use of its benefits. Cloud computing is an independent, off-site hardware resource pool. It removes the need to worry about traffic and load, as resources are consumed as they are required. This means that if traffic and load increases dramatically, your application still functions perfectly. A number of our applications developed are stateless (i.e. without any session state) and, as such, compatible with cloud computing.

SSP combines SaaS and cloud computing to complement each other, by developing SaaS solutions and hosting them in a cloud to provide a secure, scalable, reliable and flexible application. An application that consistently delivers over two million user hours of service a month, with 99.997% availability.

We can handle the installation, maintenance and business continuity requirements of your infrastructure and hosting model, or simply hand this over to your existing provider. Either way, SSP eBusiness connects you to your market, streamlines productivity and helps you focus on what you do best – sell insurance.

For further information on SSP eBusiness for insurers,
call us now on **0800 590 705** or visit
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