



Transform your P&C insurance operation with Cognizant's Guidewire practice

Create a flexible, scalable and adaptable core system that meets customer expectations for a digital experience

Agility. Innovation. Speed. They're critical for success in today's insurance industry. For P&C insurers to deliver a superior customer experience, they need to transform their core business and IT processes—not only across sales, service, quote and buy, claims and payments, but also across core systems, digital and data. By doing so, they can be faster, more streamlined and more in tune with the digital experiences that today's customers, agents and employees demand.

At Cognizant's Guidewire practice, we have extensive expertise driving successful insurance transformations. With advisory, business consulting and program management teams and highly qualified technical and functional Guidewire professionals across the globe, we'll team with you to create a flexible, scalable and adaptable core system that drives business.

Future-ready your operations

Cognizant's Guidewire practice goes beyond digital platforms and self-service tools. We provide rationalized and personalized products, competitive pricing and a simple, seamless experience across channels. The result: You can future-ready your operations and:

- Attract new customers and retain existing ones through sales of new product offerings that are tailor-made for the customer
- Reduce risk exposure costs, catering to specific customer segments
- Offer effective distribution channels for direct customers, agents and partners
- Prepayments and brokers with product training references
- Increase straight-through processing
- Provide real-time transaction processing and accurate information to customers when servicing their policies

Three keys to transformation success

At Cognizant, we partner with our customers to drive a successful business transformation, using Guidewire at the core of their insurance ecosystem. We can accelerate your initiative in three key ways:

1. A robust product offering, so you can:

- Implement tailor-made product offerings
- Rationalize existing products into newer products in the personal insurance landscape
- Implement complex integrations with automated processes to help prevent under-insurance
- Adopt unified rates across similar product segments
- Provide better discounting and commission dial-down models

2. Digital enablement of your customer, agent and partner experience, so you can:

- Increase your digital footprint and market penetration
- Implement digital omnichannel scalable platforms, ensuring a seamless customer experience across quote and buy processes
- Create a seamless continue-quote journey across employees, customer service reps and direct customers
- Mobilize your distribution channel for agents and payment channel for customers, with seamless real-time integration with point of sale
- Integrate with insurtechs and Guidewire to provide a personalized customer experience
- Enable a customer 360-degree view by integrating Guidewire with CRM
- Modernize legacy systems and migrate them to Guidewire, increasing customer satisfaction and reducing TCO
- Stagger decommission of old products through co-existence
- Create a unified core system of record
- Transform your claims operating model into a unified claims platform
- Migrate multi-line claim types into a unified platform

3. Speed to market, so you can:

- Quickly implement new products
- Onboard partners through a scalable framework, ensuring faster product penetration
- Adopt self-managed cloud and Guidewire Cloud

Talk to us today about how Cognizant's approach to Guidewire business transformation can help you future-ready your organization to compete today and tomorrow. Reach us at: Guidewirecenter@cognizant.com.

About Cognizant's Insurance Practice

Cognizant is a leading global services partner for the insurance industry. In fact, seven of the top 10 global insurers and 33 of the top 50 US insurers benefit from our integrated services portfolio. We help our clients' businesses run better by driving greater efficiency and effectiveness.

Simultaneously, we help their businesses run differently through innovation and transformation for the future. Cognizant redefines the way our clients operate, from increasing sales and marketing effectiveness, to driving process improvements and modernizing legacy systems, to sourcing business operations. To know more, [please visit our website](#).



Cognizant (Nasdaq-100: CTSI) engineers modern businesses. We help our clients modernize technology, reimagine processes and transform experiences so they can stay ahead in our fast-changing world. Together, we're improving everyday life. See how at www.cognizant.com or [@Cognizant](#).

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