

msg.Sales

Supporting the quotation, underwriting
and new business processes

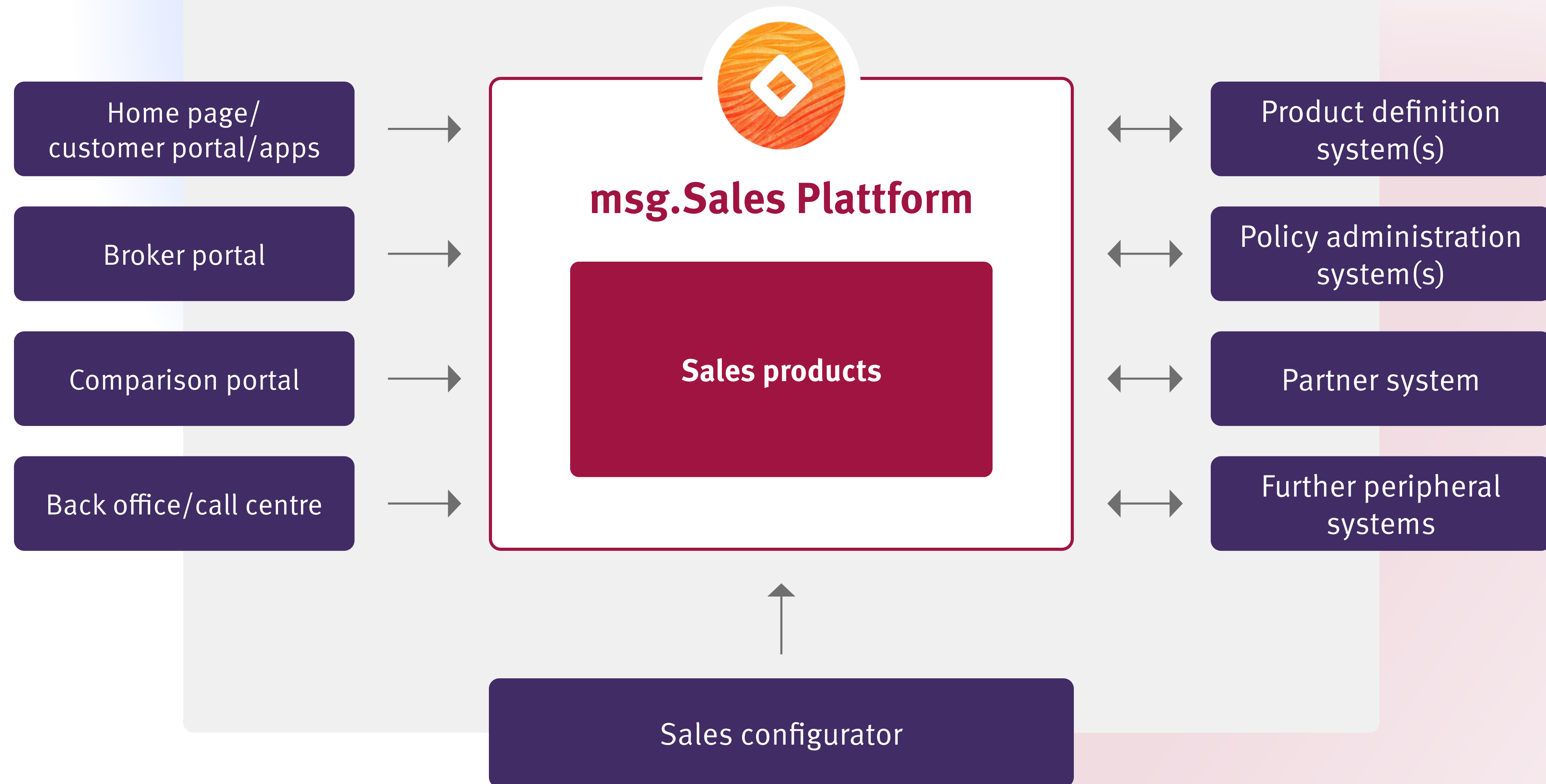


An abstract graphic on the left side of the slide, featuring a series of overlapping, wavy, orange and red lines that create a sense of depth and movement, resembling a stylized landscape or a complex network.

Increasing efficiency in your go-to-market strategy

The insurance industry is going through a period of disruption and digital transformation and the key driver of this is a more demanding customer than ever before. Today's customers want the same choice, the same convenience, the same transparency and the same service as in other industries.

This dramatic shift in customer expectations is forcing insurers to invest in new, digitized distribution models that enable seamless customer journeys and increase customer engagement. msg.Sales supports your company in taking a uniform approach to its product distribution through all distribution channels, following a customer-centric and omni-channel approach.



● Engaging with your customers ○ and supporting your growth

Digitizing sales processes

msg.Sales is a groundbreaking solution for the development and distribution of your insurance products. The innovative complete solution is a uniform development and sales platform with an independent sales component. The platform automates all relevant sales and related business processes - from quotation to underwriting to closing at the point of sale. In addition, the web-based omni-channel platform covers all requirements for fast and flexible product definition and development. A short time- to-market ensures that no valuable time is lost until the product is launched on the market. cross-media strategy that enable you to win new customers efficiently and better meet clients' expectations.

The solution covers all lines of business (life, non-life and health insurance) and integrates with several back-office systems.

For insurance companies looking for a platform that can be embedded in their customer channel support, and that is also available on cloud and on premise, an increase in speed and efficiency of their go-to-market strategy can be achieved thanks to our innovative omni-channel and multi-device platform. With msg.Sales, you can ensure focused multi-channel management and a successful cross-media strategy that enable you to win new customers efficiently and better meet clients' expectations.

● Services and features

○

Standard Software

Our upgradeable software gives your company maximum security of investment and a secure future.

Single Source of Truth

Leverage your products at a granular level so you can combine and package marketable offers and upselling scenarios.

Omni-Channel Approach

No matter the channel or device they choose, customers, agents, distribution partners and service centres can benefit from the same excellence digital experience across all sales processes.

Life Cycle Digitalisation

The analysis of customer needs, quotations and new business is easily supported by this highly serviceable platform.

Multiple Lines Of Business

Increase your ability to cover all insurance lines of business (life, non-life, personal and health insurance), while breaking internal silos and boosting collaboration.

Increased New Business

Addressing new target groups via digital channels using artificial intelligence

Short Time To Market

The solution's great flexibility enables a short time-to-market for new products and ensure competitiveness.

Ready For Cloud

msg.Sales is available as Cloud Solution/SaaS.

● ○ Your benefits at a glance

- Meets the needs of today's customers
- Modern technology means a safe investment and flexible process structuring
- Supports underwriting and all sales channels
- Increases competitiveness
- Provides end-to-end support for the entire sales process
- Suitable for all insurance sectors
- Ready for Cloud

● Reference customers ○ (selection)





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