



Appian for Insurance

SALES AUTOMATION AND MARKETING MANAGEMENT

- > Unified user experience
- > Streamlined workflows to enhance collaboration
- > Ready-to-use native mobility that's scalable and secure
- > Ability to seamlessly integrate with existing systems

To target, engage, and close sales opportunities, insurers must coordinate a wide range of activities. Yet they often work across silos, drawing data about customer requests and needs from disparate departments and systems. Processing requirements often justify the need for multiple CRMs, but orchestrating them to operate together adds to insurers' challenges.

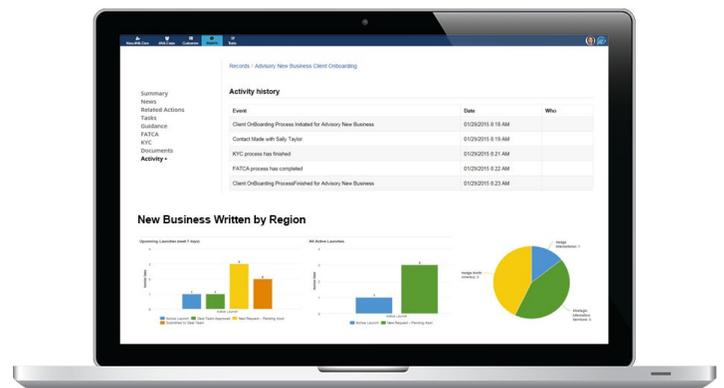
Appian automates processes and streamlining marketing operations. Layered at the top of multiple platforms, it unites CRM, call center, underwriting, and administration, then maximizes their functionalities with scalable workflows.

The result: unparalleled power to execute, analyze, and audit business processes—before, during, and after the sale.

DELIVER A BETTER CUSTOMER EXPERIENCE

Take sales automation and marketing management further with Appian.

- **Integration** seamlessly aligns multiple systems for intuitive processes
- **Unified data** enables a 360-degree view of information in a single UI
- **Scalability** gives you the power to expand, extend, and evolve
- **Automated processes** and workflows allow for more streamlined decision-making



FOCUS

Transform your business processes and become a connected company in the digital world.

- Increase productivity and enhance collaboration with the ability to create customized workflows and exchange information in real-time
- Reduce time spent duplicating manual processes by integrating Appian's platform with existing CRM and ERP systems
- Deliver better sales experiences with a complete view of customers that includes customer data, business data, and real-time analytics

TAKE CONTROL

With Appian, you can quickly build, deploy, and scale enterprise applications for your customer operations, including:

- Agent Lifecycle and Performance Management
- Agent and Broker Channel Automation
- Operations Modernization
- NPS/CSAT/Customer Effort Tracking

PREPARE FOR THE FUTURE

The digital world is faster, smarter and more connected, and insurance companies need a platform to adapt to the new pace of change.

It takes speed and power to deliver transformational solutions. The Appian low-code application platform provides both, while leveraging your legacy IT investments.

With Appian, organizations can build web and mobile apps faster, run them on-premises or in the cloud, and manage complex processes end-to-end, without limitations.

LEADING ORGANIZATIONS TRUST APPIAN:



Appian

Appian provides a low-code development platform that accelerates the creation of high-impact business applications. Many of the world's largest organizations use Appian applications to improve customer experience, achieve operational excellence, and simplify global risk management and compliance.

For more information, visit www.appian.com