

STREAMLINING COMMUNICATION FLOW

> RAC Insurance Charter and Viewpoint Solution

CASE STUDY

FACTS

RAC Insurance sought to redesign its insurance policy documentation to be better able to communicate value, drive loyalty and increase revenue whilst achieving 'best practice' efficiencies for document management for the business.

CRITICAL ACTION

RAC Insurance engaged Computershare's communications team to redesign its insurance documentation to not only meet marketing, call centre and cash flow requirements in one simple, easy to use design, but also facilitated for the cross-sell and up-sell of products and services on its transactional mail.

Online viewing of documentation and on-site printing gave RAC Insurance a simpler, more efficient and effective approach to customer response, creating further business efficiencies through the streamlining of RAC Insurance's internal document processing.

RESULTS

Production savings through the reduction of paper per mailpack.

Positive response from prospective and current customers to the usability and aesthetics of the new documents.

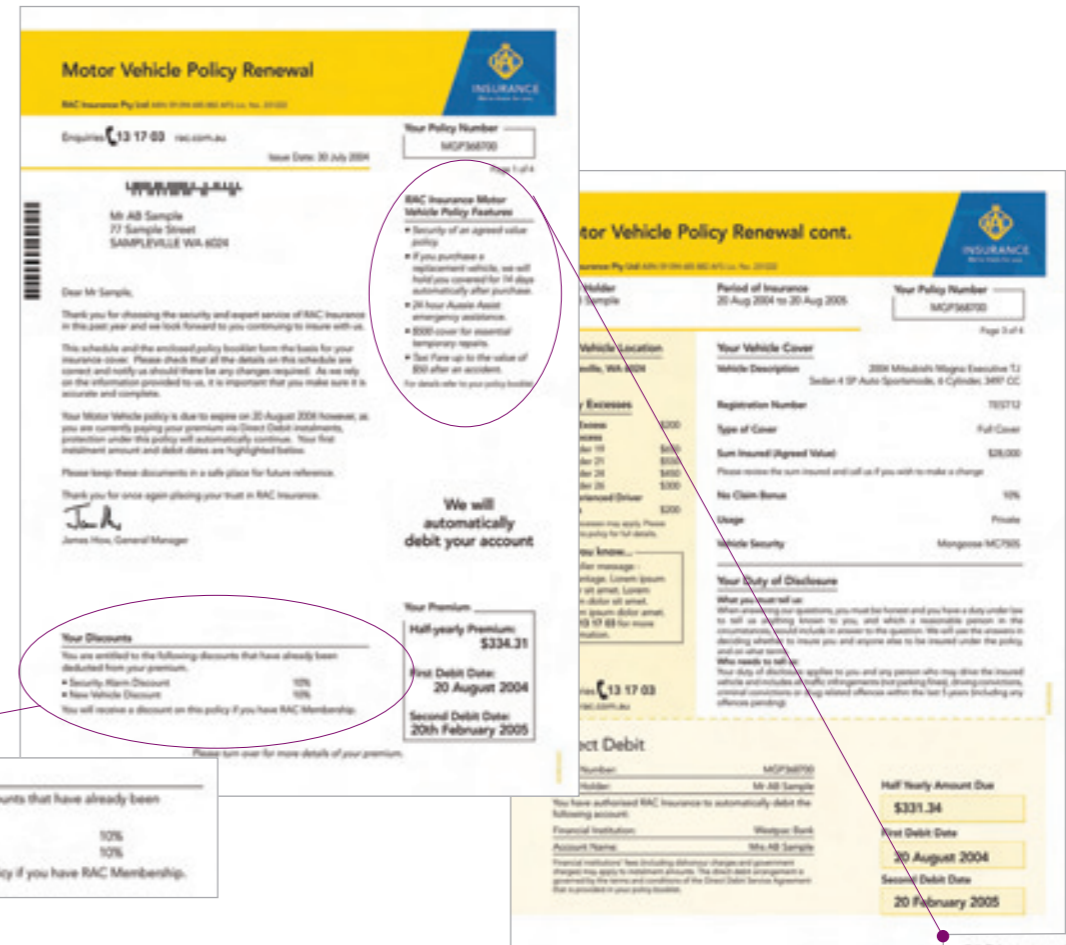
"This doesn't feel like a legal document... the new look encourages you to read this document"

Prospective RACI customer

Before Charter



After



charter

Your Discounts
You are entitled to the following discounts that have already been deducted from your premium.

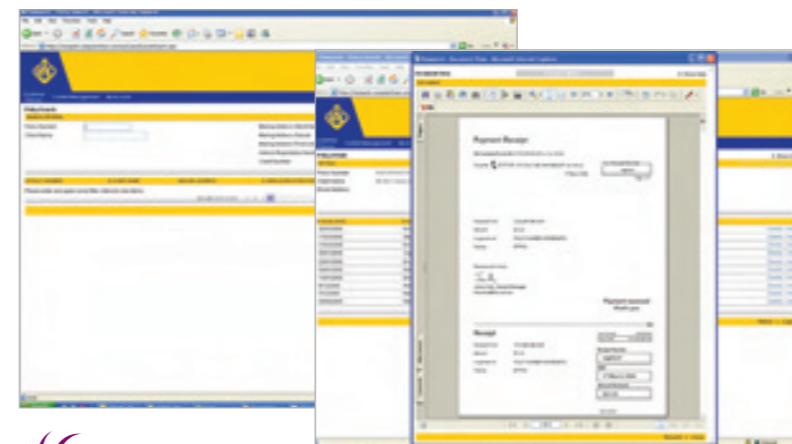
- Security Alarm Discount 10%
- New Vehicle Discount 10%

You will receive a discount on this policy if you have RAC Membership.

Discount details

Articulates both discounts received and other discounts available

"It makes me think I need more than just the standard option"
Customer response



viewpoint Online document archival and retrieval

RAC Insurance Motor Vehicle Policy Features

- Security of an agreed value policy.
- If you purchase a replacement vehicle, we will hold you covered for 14 days automatically after purchase.
- 24 hour Aussie Assist emergency assistance.
- \$500 cover for essential temporary repairs.
- Taxi Fare up to the value of \$50 after an accident.

For details refer to your policy booklet.

Product Features
Re-inforcement of the features of the cover taken drives customer loyalty