

# Catastrophic Event Management

Reduce exposure and manage incoming claim volumes while creating an unparalleled policyholder experience.

## Create a Better Claims Experience when Policyholders Need it Most

During a catastrophic event, policyholders rely on you more than ever. Facing both the uncertainty of a new situation and the potential of a large financial loss, guiding customers through the CAT event process could make the difference between an at-risk policyholder and a long-term raving fan of your brand.

## A New Approach to CAT Claims

SPLICE's automated, human-voice messaging guides your insureds through the entire event, from pre-CAT alerts to post-CAT claim updates, and on through to claim closure. Proactive outreach to policyholders in affected areas allows you to: a) alert insureds of how to prepare for the event to protect covered assets; b) keep policyholders informed throughout the event; c) ensure claims don't begin with long wait times on-hold; and, d) manage claim flow into both your call center and those of third-party providers, to ensure claims don't begin with long wait times on hold.

**"The risk to customer satisfaction in the wake of catastrophic events transcends those directly affected and expands to other insureds whose satisfaction with service is also affected by the image of their carrier,"**

- Robert Lajdziak  
Business Consultant for the  
North American Insurance Practice  
**J.D. Power**  
2017 U.S. Home Insurance Study<sup>SM</sup>

## How it Works

Our award-winning Dialog Suite™ connects via API (Application Programming Interface) to your core system and/or CRM to deliver your messages using real-time data. Once at-risk areas are identified (based on live weather projections), SPLICE notifies at-risk policyholders using pre-recorded alerts for specific CAT types. Messaging can include guidance to stay safe, reminders to follow evacuation orders, and tips to protect property from damage. Policyholders on landlines may also provide an mobile/alternative phone number in the event of displacement.

Following the event, policyholders are proactively updated on actual damage levels and provided guidance on anticipated claim timelines. If a policyholder needs to file a claim, he/she can be transferred directly to a claim center, or can be placed into the queue for a call when a claims representative is available. Those displaced can notify you of their more urgent needs, enabling you to triage the highest-priority policyholders.

When damage is more severe, calls to those indicating the need to file a claim can be initiated by our system in batches; the insured's availability to file the claim at that time can be confirmed, and calls can be directed to available representatives in multiple locations based on pre-determined call volume thresholds.

Messages can also be sent for FNOL acknowledgment, adjuster appointment reminders, drone usage alerts, and claim closure.

## Why SPLICE?

SPLICE creates better messages that people want to hear, delivered via their channels of choice, including Phone, SMS, and Voice First devices like Amazon Alexa and Google Home. Our cloud-based Dialog Suite™ uses big data and AI to deliver Data-Driven Dialogs® that can be leveraged across customer touchpoints, depending on the channel preferences selected by each policyholder.

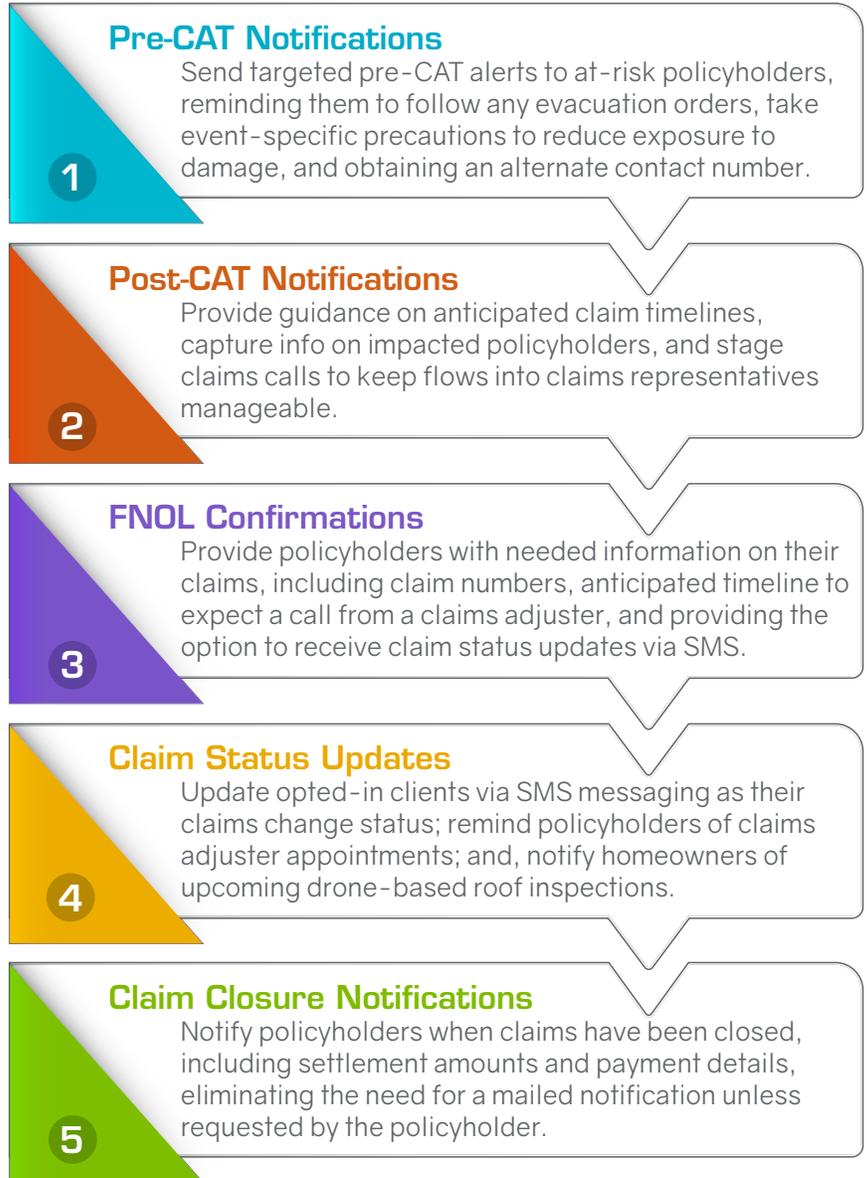
# Benefits

- Keep policyholders informed throughout the CAT event, demonstrating a commitment to service
- Manage and reduce call volumes into both company and third-party claims centers
- Eliminate inbound calls to adjusters to check claim statuses
- Increase customer satisfaction while managing costs

## Ideal for:



## SPLICE CAT Management Process:



## Contact us

For more information on our **CAT Event Management Solutions**, call us toll-free at **1.855.777.5423**, email us at [sales@splicesoftware.com](mailto:sales@splicesoftware.com), or contact us on our website at [splicesoftware.com/contact](http://splicesoftware.com/contact).

Combining Art & Science in Connecting You with Your Customer.

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