

Plexus Digital Engagement

Unlock real-time, relevant customer experiences

There are key moments in which your customers rely on you for assistance, whether in gathering information about your life insurance offering or the status of their pension, or when facing an impactful change in their life. Proactively engaging with your customers in these moments

is of the utmost importance, as it makes them feel heard, understood, and supported. Your customers trust on their Life Insurance or Pension provider to engage them with timely, personal interaction across multiple channels.

Plexus Digital Engagement empowers you with the tools and knowledge to create these special moments, ensuring resonant, powerful communication across the entire customer journey.



#UnlockTomorrow
www.keylane.com

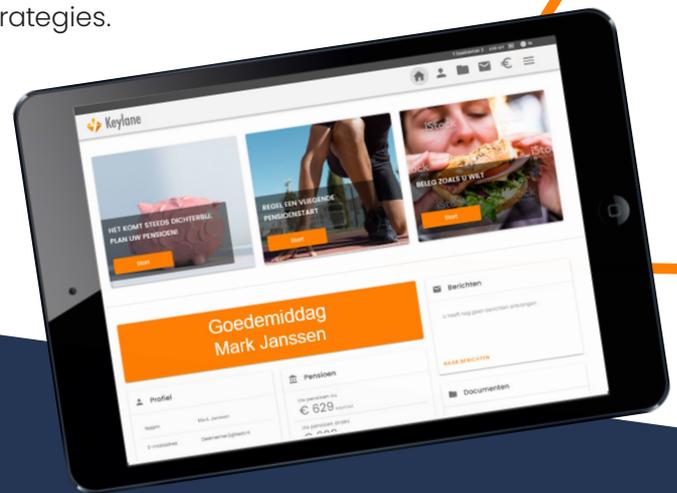


Communication that resonates

Plexus Digital Engagement (PDE) offers innovative customer communication, allowing top-tier life insurance and pension providers to connect with their policy holders, participants, employers and brokers in new, engaging ways. With its highly customisable portals, proven customer journey templates and flexible implementation, PDE provides your clients with relevant, personal touch

points, increasing trust and empowering an active relationship. Fully cloud-based; available stand-alone, integrated with Keylane solutions like Plexus, or even 3rd-party platforms; and with advanced KPI functionality built in: PDE fits seamlessly into modern digital transformation strategies.

Join more than 30 leading companies who have chosen to unlock their customer engagement potential with PDE.



Key highlights

- ✓ Choose from a large library of predefined, proven customer journey blueprints for different types of customers, products and throughout countless life insurance and pension processes.
- ✓ Flexible configuration options for you to tailor your communication to your corporate identity and customer needs.
- ✓ Fully SaaS and platform-agnostic, unlocking increased customer engagement regardless of your administration system.

Key benefits

- ✓ Omni-channel, customer-centric messaging increases engagement and fosters confidence.
- ✓ Built-in ControlRoom KPI dashboard provides you with a holistic overview of the performance of your customer journeys and your customers' behaviors, empowering you to continuously improve your communication through data.
- ✓ When used with Plexus, customer changes are automatically incorporated within the Plexus platform via Straight-Through Processing, ensuring relevant and up-to-date data management and reduced cost of operations.

Want to know more? Get in touch!

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