

Hiscox Launches New Digital Insurance Platform Based On Backbase CXP



Hiscox's new digital insurance platform transforms the customer buying experience

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Summary **Backbase, the customer experience platform (CXP) specialist, announced today that Hiscox has launched their new UK digital insurance platform based on Backbase CXP. The specialist insurer joins Backbase's global roster of clients, which includes ABN AMRO, Barclays, Legal & General, and Deutsche Bank among others. Hiscox chose Backbase CXP to support the transformation of their digital acquisition channels. The successful implementation was carried out by Hiscox's own Business and IT teams, supported by Backbase Expert Services. Hiscox is now fully prepared to meet the ever evolving demand for digital customer engagement.**

Details "When we selected Backbase we were very impressed with the level of innovation and digital transformation capabilities demonstrated by their customer experience platform. Now that we're going live with the solution in the UK we can happily state that Backbase has delivered everything that was promised" said Stephane Flaquet, CIO at Hiscox. "The implementation of Backbase CXP in combination with our new policy administration systems will enable us to quickly react to changes in the market and increase our competitive advantage by providing our customers with a distinct digital experience."

"I am delighted that Hiscox chose Backbase and am proud that we were able to successfully support Hiscox's vision for digital customer experience" said Jouk Pleiter, CEO and co-founder of Backbase. "Hiscox clearly understands the importance of creating a seamless, unified experience that streamlines their entire customer journey. I'm very pleased we were able to meet their expectations and play our part in their wider transformation programme."

About Hiscox

Hiscox, the international specialist insurer, is headquartered in Bermuda and listed on the London Stock Exchange (LSE:HSX). There are three main underwriting divisions in the Group - Hiscox London Market, Hiscox Re and Hiscox Retail, which includes Hiscox UK and Europe, Hiscox Guernsey, Hiscox USA and subsidiary brand, DirectAsia. Hiscox underwrites internationally traded, bigger ticket business and reinsurance through Hiscox Re and Hiscox London Market. Through its retail businesses in the UK, Europe and the US Hiscox offers a range of specialist insurance for professionals and business customers, as well as homeowners.

Backbase

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For further information visit <http://www.hiscoxgroup.com>

About Backbase

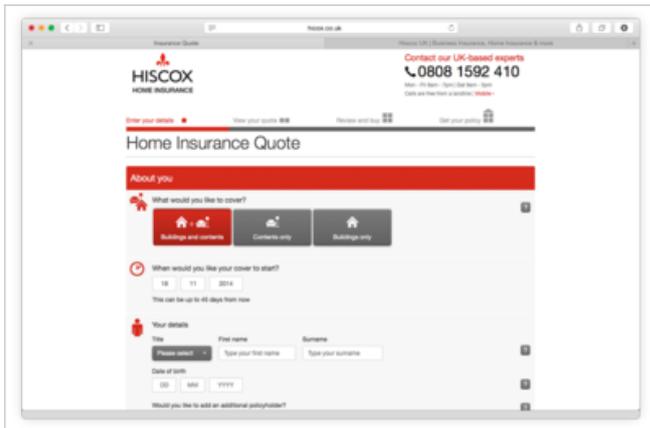
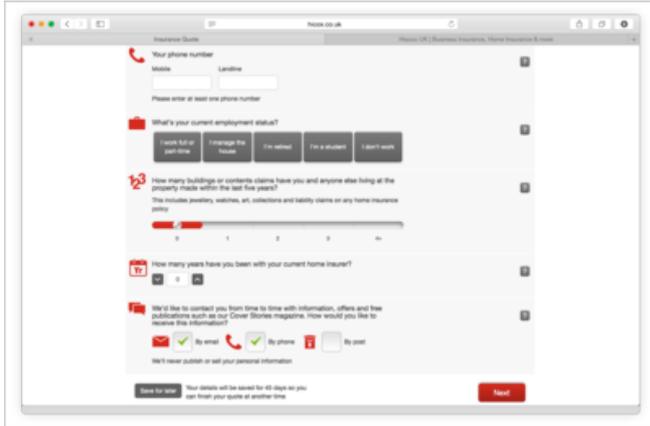
Backbase is the maker of Backbase CXP, the award winning customer experience platform that helps enterprises create omnichannel, customer centric digital experiences. Backbase CXP deploys a new, omnichannel presentation layer over underlying infrastructure and IT systems, allowing enterprises to deliver personal, relevant experiences to customers on every device, in any context. Backbase CXP gives enterprises the tools and functionality they need to transform their tired online and mobile channels into engaging customer experiences, holistically managed from a single platform. Industry analysts Gartner, Forrester and Ovum recognize Backbase as a leader in terms of customer experience, mobile and omnichannel focus, innovation, and time to value. Unlike most traditional IT portal vendors, Backbase has created a modern, business driven solution that makes CXP management easy for digital professionals. This means lower costs, and more flexibility for optimizing all online channels without the need for IT support. Backbase CXP's lean, widget based architecture provides the flexibility and agility enterprises need to create modern experiences that truly empower business owners and customers. The unique Backbase approach enables enterprises to drive self-service, fuel online revenues and turn their online channel into a full service customer experience platform. Global organizations such as GE, ABN AMRO, AIG, Nationwide, Deutsche Bank, Nordstrom, KPN, Fidelity, Barclays, and ING have improved their online customer interactions and maximized online customer experience, retention and conversion, by leveraging Backbase's technology. Backbase was founded in 2003 and is privately funded with operations in New York, Atlanta, Amsterdam, and London.

For further information visit <http://www.backbase.com>

- Quotes
- ”” *When we selected Backbase we were very impressed with the level of innovation and digital transformation capabilities demonstrated by their customer experience platform. Now that we're going live with the solution in the UK we can happily state that Backbase has delivered everything that was promised. The implementation of Backbase CXP in combination with our new policy administration systems will enable us to quickly react to changes in the market and increase our competitive advantage by providing our customers with a distinct digital experience.*
— Stephane Flaquet, CIO at Hiscox

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— Jouk Pleiter, CEO & Co-Founder at Backbase

Images



Documents  Backbase Engage for Insurance Providers.pdf

About Backbase

Backbase is the maker of Backbase CXP, the award-winning customer experience platform that helps enterprises create, manage, and optimize digital experiences across any device. Backbase CXP offers a new, omnichannel presentation layer, that unifies data and functionality from existing business applications and IT systems into a seamless customer journey.

Alongside Backbase CXP, Backbase has developed Backbase Engage; out-of-the-box digital banking solutions optimized for retail banking, commercial banking, and wealth management specific scenarios. Similarly, Backbase Engage for insurers is a digital insurance solution that focuses on customer enrollment and self-service scenarios.

With Backbase you can deliver personal, relevant experiences to customers on every device, in any context. Backbase gives enterprises the tools and functionality they need to transform their tired and siloed business applications into engaging customer experiences, holistically orchestrated and managed from a single digital customer interaction platform. Backbase's

widget-based architecture provides the flexibility and agility enterprises need to create modern experiences that truly empower your customers and strengthen your digital business operations.

Industry analysts Gartner, Forrester and Ovum recognize Backbase as a leader in terms of customer experience management and omni-channel delivery capabilities. Backbase is among the most innovative vendors in the market and offers unparalleled speed of implementation and time to value. Additionally, Backbase empowers digital channel owners to quickly change and optimize the digital experience. This means a faster time-to-market for edits or updates, lower costs, and more flexibility to optimize across all online channels without the need for IT support.

Backbase's unique approach enables enterprises to drive self-service, fuel online revenues and turn their online presence into a full-service customer experience platform. Global organizations such as ABN AMRO Bank, Al Rajhi Bank, Barclays, Deutsche Bank, Fidelity, GE, Hapoalim, Hiscox, ING, Legal & General, Nationwide, Nordstrom, OTP Bank, PostFinance, PZU, Sberbank, and SwissCard have all improved their online customer interactions and maximized online customer experience, retention and conversion, by leveraging Backbase's technology.

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