

Success Story

Modernizing Claims Communications for the Cloud-First Insurance Enterprise with SmartCOMM

OVERVIEW

A leading U.S.-based P&C insurer undergoing a broader Guidewire Cloud transformation initiative sought to modernize its claims communication ecosystem by replacing legacy document generation platforms with SmartCOMM.

The organization required a future-ready communications framework capable of supporting scalable claims correspondence, faster document generation, and greater operational flexibility for claims users.

To enable this transformation, the insurer partnered with Exavalu to design and implement a modern SmartCOMM-based claims communication platform aligned with its cloud-first modernization strategy.

BEFORE → AFTER TRANSFORMATION

Legacy System

- Legacy correspondence systems
- Manual workflows
- Slow document generation



Transformation

SmartCOMM Implementation



Modern SmartCOMM Platform

- Cloud-based communication
- Automated document generation
- Scalable & flexible workflows

Challenges

The organization encountered several challenges in modernizing claims communications operations:

Legacy claims correspondence systems limiting scalability and agility

Complex claims document generation workflows requiring extensive manual effort

Limited flexibility for claims users to edit and manage communications

Inefficient release and testing cycles impacting business responsiveness

Need for standardized communication processes aligned with Guidewire Cloud modernization

How Exavalu Made an Impact

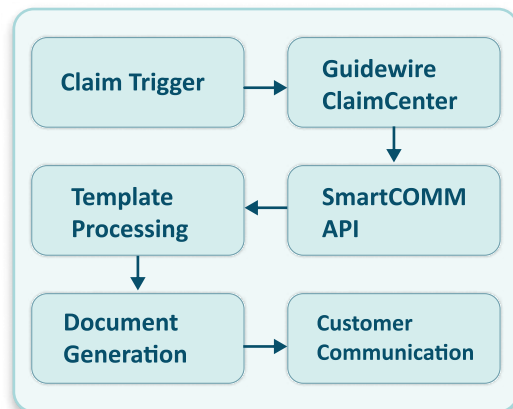
Exavalu implemented a modern SmartCOMM communication framework integrated with Guidewire ClaimCenter to streamline and standardize claims correspondence operations.

Our team led requirements discovery and feasibility assessments for complex claims communication workflows, enabling the organization to transition efficiently from legacy platforms to a scalable SmartCOMM environment.

Interactive SmartCOMM templates were designed to provide business users with greater flexibility in editing and managing claims communications while maintaining governance and consistency.

By leveraging SmartCOMM APIs and enabling closer collaboration between business and technology teams, Exavalu helped accelerate document generation, streamline debugging processes, and improve release efficiency across testing and UAT cycles.

Knowledge transfer and governance best practices were also established to support long-term scalability and operational sustainability.



TECHNOLOGY STACK

SmartCOMM

Guidewire ClaimCenter

Guidewire Cloud Platform (GWCP)

BUSINESS IMPACT

Faster Claims

document generation and debugging through SmartCOMM APIs

Accelerated Release Cycle

and improved UAT readiness

Enhanced Flexibility

for claims users to edit and manage correspondence

Improved Collaboration

between business and technology teams during delivery

KEY BENEFITS

1. Modernized cloud-aligned claims communication ecosystem
2. Improved operational agility across claims correspondence workflows
3. Standardized and governed communication templates
4. Faster turnaround for claims communication changes and releases
5. Reduced complexity associated with legacy communication platforms

