



Pekin Insurance Kickstarts Their Digital Transformation Journey With SmartCOMM™

While slow to start, the insurance industry has finally come around to digital transformation and executives are now strategically investing and planning for long-term digital innovation. But since many insurance carriers are still new to digital adoption, they have yet to master multichannel efficiency and therefore struggle to meet evolving customer demands. To realize the full potential of their technology investments, insurers are having to overcome a new set of challenges related to outdated legacy customer communication systems.

Want to learn how one insurance company leveraged Smart Communications to kickstart their digital transformation journey? In effort to continue stay true to their company motto in putting the customer first, Pekin Insurance said goodbye to their old, outdated ways and opted to completely revolutionize their customer communications.

Meet Pekin Insurance



Established in 1921 out of Pekin, Illinois, Pekin Insurance has a proven history of proudly serving customers personal, commercial, and life insurance product offerings spanning across 21 states. With \$2B in assets, 800 employees, 1500 agencies, and 8500 independent agents, Pekin prides itself on being more than an insurance company, but a company dedicated to helping customers build their dreams by providing peace of mind and long-term security for their policyholders, shareholders, agents, and employees. But above all, Pekin's motto "Beyond the expected®" displays the company's drive and willingness to go the extra mile for its customers.

Playing Catch Up

Nearly two decades behind the technology curve due to an outdated architecture and high maintenance on-premises infrastructure, Pekin Insurance had no choice but to quickly pivot and rebuild a baseline to catch up with the industry. Initially relying on more than 18 core systems, it would take the company nearly three weeks to produce a document from scratch. The process was not only time consuming, but the cost of maintaining and managing their outdated system was adding up. To kickstart their digital transformation journey and catch up with competitors, Pekin had to quickly pivot and change the DNA of their infrastructure.



Since implementing Smart Communications, we've seen nearly a **67 percent** reduction in our document generation process. What used to take us nearly three weeks to produce a document can now be accomplished in one.

– Subhasis Mukherjee, CIO of Pekin Insurance



Going Cloud-First

Before jumping into the cloud, Pekin had to justify the migration, gain buy-in across high-level executives and select the right partner to help take their product and company to the next level. Subhasis Mukherjee, CIO of Pekin commented, “Companies must be smarter in leveraging the technology needed to have the conversations they want to have with their customers.”

The team mapped out an aggressive 12-month rollout to design a scalable, cloud-based architecture utilizing the right tool stack for their needs, including Smart Communications to modernize their CCM capabilities and help lay the foundation for future digital optimization opportunities to enhance Pekin’s overall customer experience.

Becoming Fully Equipped to Scale

Executive buy-in combined with detailed planning and careful vendor selection were key to the company’s noteworthy success. Within a year, Pekin was able to initiate the design and implementation for nearly 26 environments with a “one-click” process.

The company’s releases are now three times quicker. Eleven months into its digital journey, Pekin launched two products in one state. Within the next six months, they successfully launched the same set of products across five states.

“By infusing agility to support our business and technology modernization, we’re now fully equipped to continue to scale, automate and unify our communications both internally and externally,” said Subhasis. Today, Pekin has reduced costs by 29 percent by migrating their on-premise solution to the cloud.

With a well thought out plan and the right solution in place, Pekin is quickly catching up to the competition and is evolving to become a true leader in consumer and business insurance.

Feeling inspired by the Pekin story?

We welcome the chance to show you how more modern customer communications platforms and programs can be a game changer. Contact us at requests@smartcommunications.com and one of our communications experts will be in touch.

Connect With Us



Smart Communications™ is the only provider of a cloud-based, next-generation customer communications platform. More than 500 global brands rely on Smart Communications to deliver meaningful customer communications across the entire lifecycle—empowering them to succeed in today’s digital-focused, customer-driven world while also simplifying processes and operating more efficiently. This is what it means to scale the conversation. Smart Communications is headquartered in the UK and serves its customers from offices located across North America, Europe, and Asia Pacific. The company offers a range of solutions including SmartCOMM™, SmartCOMM™ for Salesforce and SmartDX™. In July 2019, the company acquired global digital transformation software company, Intelledox to further enhance its leadership in customer experience-driven communications. To learn more, visit smartcommunications.com.