



## Appian for Insurance: Sales Automation and Marketing Management

To target, engage, and close sales opportunities, insurers must coordinate a wide range of activities. Yet too often they work across silos, drawing data about customer requests and needs from various disparate departments and systems.

Insurers need a way to bring this disparate data together so they can coordinate activities to target, engage, and close sales opportunities, but there are often unique processing requirements that justify the need for multiple CRMs and databases.

But what if all your data and systems could be accessed via a single, unified view? Leveraging Appian, insurers can unify and extend current systems and create an enhanced user experience for all data and actions, along with scalable workflows to execute, analyze, and audit various business processes.

### Increase efficiency and deliver a superior customer experience.

With the Appian Low-Code Platform, insurers can improve their sales automation and marketing management operations. In particular, insurers can achieve the following key benefits:

- **Seamlessly integrate existing systems** to enhance efficiency.
- Gain insight into all available information and data via a **single 360-degree view** so insurers can provide a better sales experience.
- **Coordinate complex processes** with the ability to add additional business functions across the enterprise as requirements evolve.
- More **easily manage business processes**, incorporating customer-centric data, evaluating business-critical information, and providing the necessary analytics.

### Leaders in Insurance Trust Appian



For more information, visit [appian.com/insurance](https://appian.com/insurance).