



# CLOUD CHANNEL

## collaborative media communication service for the insurance market

Cloud Channel is a media collaboration and communication service that provides a private forum for the claims agents for an insurance company to elevate the engagement and communication with customers regarding their claims. The Cloud Channel service allows interaction between a customer and claim agent to create a stress free experience when processing claims. For example, a customer involved in a car accident can take pictures or videos on his mobile device of the accident and upload them to Cloud Channel. The claim agent can review the accident and ask the customer for additional photos or videos of the damages to the vehicle for example. Cloud Channel can also be used by different departments of an insurance company to meet the media communication demands of their audiences like claims processing, marketing, web services, and print.

### Features

- Complete media workflow and management solution
- Affordable, monthly SAAS-based subscription
- Claims agent can invite an customer to use Cloud Channel
- Upload videos or images of accidents or damages for claims
- Capture content on a mobile device and upload from the field
- Elevate collaborative media-based communication between claim agents and customers.
- Built-in Analytics can be used by agencies/agents to further improve client engagement

**Apace**



## Customer

A customer takes pictures or videos of the accident and the damages to the vehicle and uploads them to Cloud Channel. He can communicate with the claim agent handling his case through the comments as well as get updates on the status of the repair by viewing the photos/videos posted by the body shop.

## Claim Agent/Insurance Company

A claim agent communicates with his customer involved in a car accidents and the body shop responsible for repairing the vehicle. He reviews the photos or videos uploaded by the customer to assess the severity of the damage and get updated of the status of the repair provided by the body shop. The agent and insurance company has access to the analytics in Cloud Channel that can be use to improve client engagements and to accelerate the processing of claims.

## Body Shop

The body shop takes photos or videos of the vehicle during the repair process to keep the claim agent/insurance company and the customer updated on the repair.