

New HSG|CodeBlue Contact Center Communications Platform Enhances Policyholder Experience

Investment in state-of-the-art technology from Interactive Intelligence pushes company farther beyond capabilities of industry competitors

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Eau Claire, WI – December 1, 2009 – HSG|CodeBlue™, the industry leader in providing innovative solutions for the management of Auto and Property insurance claims, recently implemented a robust series of technology initiatives throughout their operation to enhance the policyholder experience and provide superior business workflows. The new HSG|CodeBlue Contact Center Communications Platform includes advanced applications from Interactive Intelligence that enable enterprise-wide business process automation by bringing voice, data and people together on a single pre-integrated software platform.

“HSG|CodeBlue strives to achieve a superior policyholder experience in every facet of our organization,” said Paul Gross, President and CEO. “By leveraging our efficiencies through this new technology we are ‘light-years’ ahead of our competition, and well positioned to facilitate our incredible growth. This new platform will improve our productivity, enhance our security, provide greater scalability, allow for greater redundancy in our operations and enhance the overall claim experience for policyholders.”

This most recent rollout of the HSG|CodeBlue Contact Center Communications Platform is the culmination of several large-scale initiatives designed to help further the company’s ability to lead the industry in creating innovative solutions for insurance claims management. A few of the many features and benefits of this new platform: allows users to quickly identify callers and verify coverage based on their individual policy information; provides an enhanced policyholder satisfaction survey program to ensure complete policyholder satisfaction is achieved on every claim; records and tracks all aspects of the claim interaction to affirm proper processing; and provides next-generation reporting which facilitates operational excellence. These increased efficiencies have also enabled the company to shorten the average call and conduct a satisfaction survey on 100% of the policyholders that the company manages, further contributing to a better claims experience for the policyholder.

“HSG|CodeBlue’s commitment to providing a superior policyholder experience goes beyond any other company in the industry,” said Gross. “We have consistently invested in the creation and adoption of leading-edge technology solutions as part of our ‘Customer Intimacy Program’ that allow our many insurance partners and their policyholders to experience a seamless transaction experience in the management of

competitive pricing and delivering superior value and excellent service to policyholders and drivers.

About CodeBlue

CodeBlue Property Claim Services is a separate legal entity from HSG focusing on innovative property solutions. The primary function of CodeBlue Property Claim Services is to handle all aspects of property claim processing 24 |7 |365 which is the most comprehensive, results-oriented solution for end-to-end property claim management – from the initial handling of the FNOL to Content, Restoration, Flooring and Salvage Claims processing.

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