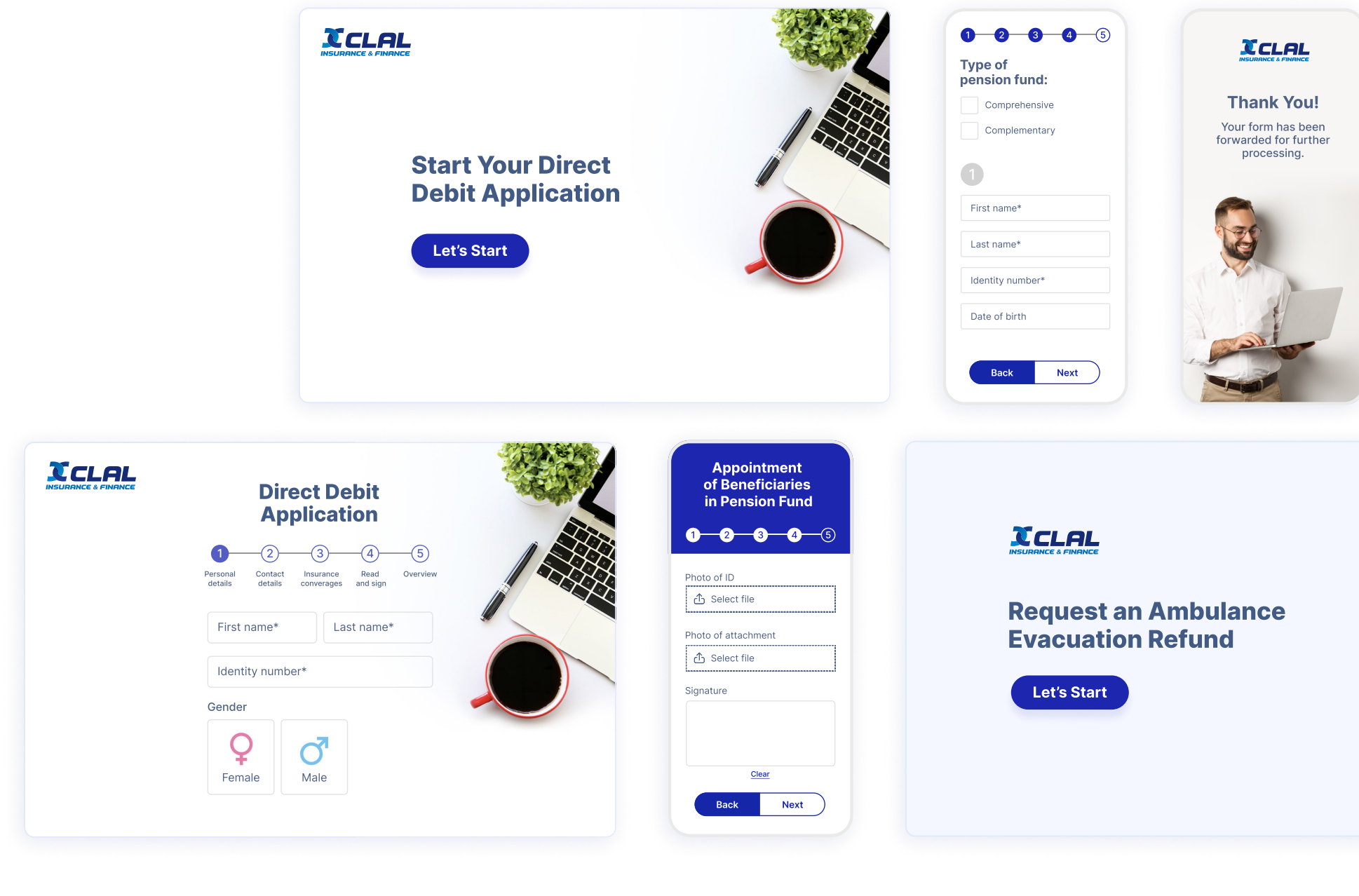


Clal Insurance

Quality at scale: Digitizing 200+ processes

Insurance customers want immediate service—anywhere and anytime. That's why Clal created 75 digital processes in just one year with EasySend, going to market fast and efficiently. Today, they have over 200 digital processes, streamlining the customer experience with fast self-service any time of the day.



221%
uplift in customer
adoption

350,000+
yearly transactions

60-80%
process
conversion rate

80%
faster time
to market

Any digital process that I can dream of, EasySend can make happen. EasySend is a tool to improve customer experience and shorten our SLA.



Elad Shachuch
Withdrawals Department Manager



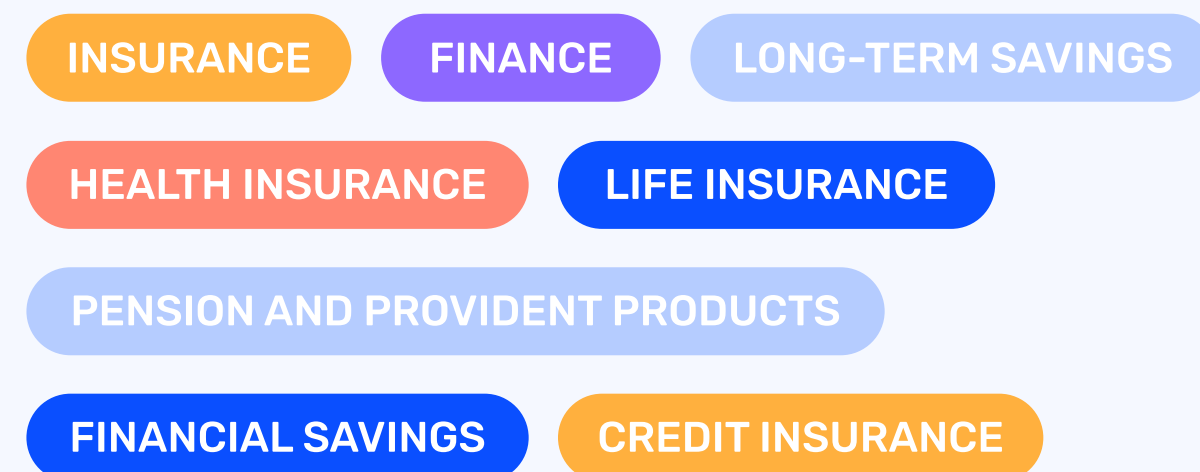
About Clal Insurance and Finance

Clal Insurance Enterprises Holdings is a leading insurance and long-term savings group in Israel. It offers a range of services and products to private and business customers. The group employs 4,400 people and works with 1,300 insurance agents. It is a publicly-traded company on the Tel Aviv Stock Exchange.

1978
Founded

4,400
Employing

Lines of business



THE MISSION

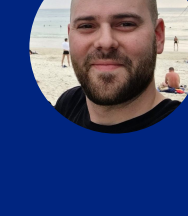
Improve customer service & optimize operations

Clal had a vision: Save dev resources and create self-service success. This meant finding a solution that involved little to no code so they could go to market fast, react quickly to market demands, and be available wherever customers needed them.

Core desires

- ★ Improve customer experience
- ★ Offer self-service
- ★ Reduce dev resources
- ★ Go to market faster
- ★ Scale at speed
- ★ Integrate processes into core system

We recently launched a new digital process, "Refund Request for Ambulance Evacuations." Before, it was a very cumbersome process. With EasySend, I can archive the request, transfer the information to the core system, and refund the request. This is just one example. You can really do a lot of things—the sky's the limit.



Erez Granot
Digital Journey Creator

After going digital with EasySend

50% more transactions YoY (2022-2023)	Live in days not months	Better customer experience	Scalable workflow
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THE SOLUTION

Building end-to-end digital processes with no code

A faster go-to-market plan

By reducing dev resources with EasySend's no-code platform, Clal built branded digital processes in days instead of months. With such a fast go-to-market workflow, they were able to save valuable resources while offering more services that feel digitally native.

Reusing digital processes to scale at speed

Since Clal builds multiple processes from the same base, they speed up production to just six hours. Using XML (Extensible Markup Language), they use the same process in different places, quickly and easily building new digital experiences with little time and effort.

Working more efficiently

Clal uses integrations to launch digital processes in various ways—with or without agents. By removing the manual PDF scanning steps and using logic and pre-filled data to avoid mistakes, Clal receives and processes digital requests faster and with less back and forth.

Reducing manual work & errors

In insurance, it's common to receive forms with missing details or typos. Since EasySend is connected to five core systems inside Clal, their Collective department can immediately see what's missing, like bank details, confirmations, and claim amounts, and send out an automated request to collect the missing info, reducing processing delays.

Syncing data automatically with integrations

Through EasySend integrations, Clal launches 85% of their digital processes right from their CRM. This allows them to personalize each form with pre-filled data creating a better customer experience. Once the form is submitted, the data is automatically collected and synced with their core systems.

Partners since 2017

EasySend made it simple for Clal to achieve digital transformation with fast and simple processes that are easy to duplicate and reuse. Today, they have 200+ digital processes with many integrations to support launching forms, submitting details, and processing payments. Now, their customers can request Health Questionnaires, Money Transfers, Pensions, and Claims from the comfort of their homes.

Start your digital transformation with EasySend

Ready to cut out manual tasks and thrive remotely? Our experienced team has created over 2000 digital customer journeys in the insurance, banking, and financial enterprise industries.

About EasySend

EasySend helps enterprises go digital at a fraction of the cost and time. With our no-code platform, transform any insurance, banking, or financial manual process into a digital customer journey in days. Learn more at easysend.io.



Let's talk

