



Summary

CyphraTek™ is an email toolkit that has added advanced patented technologies to provide services beyond a simple email exchange. As a solutions provider, **CyphraTek™** has engaged with key insurance industry associations and committees to uncover crucial security issues in sending and receiving communications between carriers, brokers, and their insured.

Challenge

Carriers have regulatory and compliance requirements to notify their insured and brokers of key business changes within their professional practices. This is executed in bulk, traditionally via manual paper-based mail processes. This is not only a costly process, but also leaves questions as to whether the broker or insured actually opened and read the contents of the carrier announcement.

Solution

CyphraTek's @AssureMail services provide insurance companies and brokers the ability to effectively digitally communicate with their client base. **@AssureMail** enables group sending – while confirming delivery, opening, printing and forwarding. This service also offers the benefits of analytics, measuring the success of bulk email sending.

Results

Today **CyphraTek's @AssureMail** enables the power and confidence in transforming large paper-based manual notification communication processes to the simplicity of securely tracked email. Insurance entities and customers can leverage this technology to speed carrier-customer and broker customer communications. **@AssureMail** offers insurance administrators best-in-class options to exchange documents and information, increase office efficiencies, and decrease process cycle time -- making for exceptional broker and customer satisfaction.

