



## **Boston Mutual Life Insurance Company Selects Napersoft CCM to Improve Customer Correspondence**

**Naperville, IL** –July 5, 2009– Napersoft, a leading provider of Customer Communications Management (CCM) software, today announced that Boston Mutual Life Insurance Company has selected Napersoft’s CCM software to streamline its policy creation, correspondence and other customer communications.

Founded in 1891, Boston Mutual Life Insurance Company has a proud history of providing insurance products for individuals, groups, and the workplace. With a strong commitment to provide exceptional customer service, Boston Mutual chose Napersoft CCM for their batch document creation and distribution needs. Boston Mutual’s primary goals in selecting Napersoft CCM were to improve the look and feel of all correspondence distributed throughout the company, to maintain a digital archive of all correspondence with real-time access by authorized users, and to provide Web access to Group Life members for generation and retrieval of correspondence information.

“In order to ensure a smooth integration, Boston Mutual Life Insurance engaged our professional services team to assist in training and integration of Napersoft CCM with their existing core systems,” said Ed Hebda, Vice President of Napersoft’s Solutions Center Group. “Business managers are now able to maintain their own templates and no longer rely on highly-skilled IT resources to make simple changes to documents. The end result is dramatic improvements in operational efficiency, saving the company both time and money,” Hebda added.

Utilizing the power and flexibility of Napersoft CCM Developer, Boston Mutual Life Insurance will allow Group Life members access to all personalized CCM correspondence within the company. Napersoft CCM will greatly improve the quality and accessibility of Boston Mutual Life Insurance’s communications with current and prospective customers.

### **About Napersoft**

Napersoft is the leading provider of Customer Communications Management (CCM) software solutions. For more than 20 years, Napersoft has assisted customers of all sizes and across various industries to implement innovative CCM solutions. With Napersoft CCM, customers achieve top line revenue growth via cross-sell and up-sell strategies, streamline core business processes, improve customer satisfaction, optimize electronic document delivery channels, improve business agility and reduce costs.

For additional information please visit [www.napersoft.com](http://www.napersoft.com) or contact:

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