



Hallmark Services Corporation Selects Napersoft CCM For Automated Correspondence Generation

Naperville, IL – August 12, 2009 – Napersoft, a leading provider of Customer Communications Management (CCM) software, today announced that Hallmark Services Corporation selected Napersoft CCM software for its customer communication and policy fulfillment needs.

Hallmark Services Corporation is a wholly-owned subsidiary of Health Care Services Corporation serving as an administrator in the health insurance markets including underwriting, claim adjudication and other full contact center services. Hallmark selected Napersoft CCM Enterprise, to streamline business processes and trim customer response times.

Napersoft CCM is tightly integrated with Microsoft Word for authoring functions. As such, authors are able to quickly and easily create standard pre-defined templates, paragraphs and other content. Since Napersoft CCM Enterprise is a server-based solution, all template content is stored in a centralized secure repository for access by Users in different departments such as customer service, claims processing, underwriting, credit, accounts receivable, and order processing.

“One of the biggest advantages was that Napersoft CCM enabled Hallmark Services Corporation to consolidate content across 4 different states” said Steve Chamberlin, VP of Sales & Marketing at Napersoft. “The consistency and quality of documents generated has definitely improved since all users from various departments are creating documents from the same set of templates and business rules, and storing them in a centralized repository,” Chamberlin added.

Using the comprehensive set of building blocks that Napersoft CCM Developer provides, Hallmark Services Corporation also created an on-line policy fulfillment application that provides Web access to employees for generation and retrieval of personalized policy kits. Napersoft CCM Developer extends the out-of-the-box capabilities of Napersoft CCM Enterprise, and enables companies to further customize their business communications including templates, document distribution, and document output.

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.

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