



## **Navy Mutual Selects Napersoft CCM to Improve Customer Service and Business Efficiencies**

**Naperville, IL** – March 1, 2011 – Napersoft, a leading provider of Customer Communications Management (CCM) software, today announced that Navy Mutual has selected Napersoft CCM document automation software to improve its business processes and communications with its members.

Navy Mutual, located in Virginia, is a nonprofit, mutual benefit Veterans Service Organization established in 1879. Their mission is to provide life insurance and annuities, as well as education on matters of financial security, to members and their families who are currently serving in the military, and those who have completed their service. Navy Mutual will use Napersoft CCM to improve customer service by communicating more quickly and efficiently with its membership.

Napersoft CCM automates the creation and distribution of all types of documents such as customer correspondence, policies, agreements, explanation of benefits and other forms of personalized documentation. Napersoft CCM provides an easy-to-use document template design tool based on Microsoft Word. This feature is important to Navy Mutual as it allows non-IT employees to design, maintain and control their own document templates. With their previous system, Navy Mutual IT personnel had to perform this function.

Napersoft CCM will also allow Navy Mutual to improve document creation efficiency through configurable workflows and easy integration to data sources. The overall benefits are improved efficiency and more personalized communications with their members.

“As an organization that exists strictly to serve its members and their families, Navy Mutual understands that effective customer communication is key to member satisfaction,” said Steve Chamberlin, VP of Sales and Marketing at Napersoft. “Napersoft CCM allows Navy Mutual to streamline letter creation and distribution by enabling its employees to quickly respond to policy holders with personalized, timely and accurate information,” Chamberlin added.

### **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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