



SSP USER EXPERIENCE PLATFORM

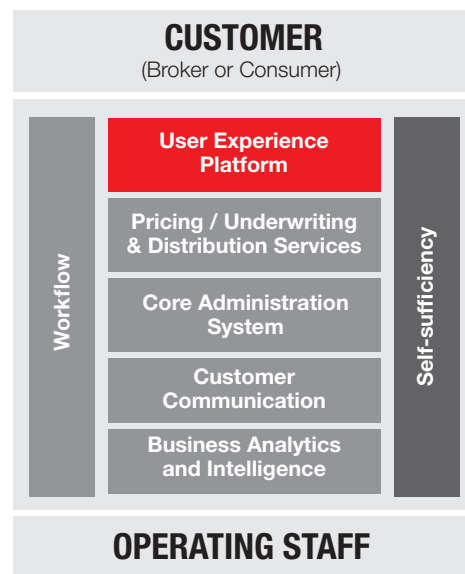
WHAT IS SSP USER EXPERIENCE PLATFORM?

The SSP User Experience Platform integrates seamlessly into the SSP environment, providing you with enhanced digital capabilities. It empowers organisations to deliver a consistent and integrated experience to all users across all channels, including websites, portals and mobile devices - without forcing insurers to invest in a custom solution for each device.

WHY CHOOSE SSP USER EXPERIENCE PLATFORM?

The SSP User Experience Platform will enable you to create compelling user journeys regardless of the device (mobile, tablet or browser) - without the need to build specific user journeys for each device. This solution greatly enhances the user experience, while reducing costs of development and maintenance. This consistent UXP not only reduces complexity – it improves productivity.

- **A fully integrated solution:** The SSP User Experience Platform puts the design and journey work in the hands of business owners, improving time to market by a third.
- **Optimisation of resource:** Improves the use of marketing, business & development resources through the re-usability of key UX components.
- **Enables seamless multi-channel distribution:** Distribution across users, brands and devices with no duplication of effort through the use of embedded best practices within the UX methodology.
- **Meet security and industry standards:** Ensure you comply with regulatory requirements.
- **Increase revenue and improve customer satisfaction:** This can be achieved through increased speed-time in delivering capabilities matched to the users' expectations.
- **Maximise flexibility and agility:** Quickly respond to market opportunities and changing conditions, by being highly customisable and configurable.



HOW IT WORKS - CORE FEATURES

SSP User Experience Platform provides a set of capabilities and benefits not made available by other web-based solutions. These combine portal capabilities with a series of unique user experience functionalities out-of-the-box. Here's a summary:

Core Features	What it does
DESIGN & JOURNEY FULLY CONFIGURABLE BY BUSINESS USERS	Improves time to market by 33%.
RE-USEABLE KEY UX COMPONENTS	Optimises the use of marketing, business and development resources.
PAS AGNOSTIC	Releases constraints related to the chosen Policy Administration System.
EMPLOYS UX METHODOLOGY BEST PRACTICE	Seamless multi-channel distribution, users, brands and devices with no duplication of effort.
DESIGNED FOR MULTI-PARTY FULL CYCLE ENGAGEMENTS	Ensures compliance with large brands' security, industry standards and regulatory compliance standards.
LONG-TERM STRATEGIC INVESTMENT	Increased revenue and heightened customer-delight by keeping pace with users expected experiences.
CONTINUAL SCALABILITY IMPROVEMENT	Supports frictionless business growth in addition to future-proofing your digital strategy.

For further information on SSP User Experience Platform, call us now on **0800 590 705** or visit **www.ssp-worldwide.com**

