

SafeAuto Selects One, Inc. For Payment Processing, Automated Notifications

Recurring credit card capabilities, a proprietary contact algorithm, data security and ease of integration across all SafeAuto's customer facing platforms were strong factors in the carrier's selection of the P&C industry-specific solution.

By Anthony R. O'Donnell

SafeAuto, a Columbus, Ohio-based nonstandard, minimum limits auto insurance carrier, has selected One, Inc.'s (Sacramento, Calif.) property/casualty industry-specific ProcessOne and ContactOne solutions to improve the billing process for policyholders. SafeAuto will use ProcessOne to facilitate payment processing and daily cash reconciliation operations, and ContactOne to automate calling and messaging functions.

"ProcessOne and ContactOne are customer centric solutions, which made them the easy choice for our payments and retention solutions," comments John Kish, senior vice president and CIO, SafeAuto. "Specifically, the recurring credit card capabilities, proprietary contact algorithm, data security and ease of integration across all of our customer facing platforms were strong factors in our decision. The solutions will help us streamline our business processes and improve our efficiency, lowering the cost to serve our customers."

SafeAuto will integrate ProcessOne into its web and mobile payment interfaces allowing policyholders to easily make credit card payments and set up recurring payments, One, Inc. reports. ProcessOne will also be integrated into SafeAuto's core billing system to streamline workflows with automated payment routing and processing to greatly reduce the time spent on reconciliation, the



Columbus Topiary Gardens in Ohio's capital city and home of SafeAuto.

vendor claims. ContactOne will send automated voice, SMS, or email notifications to policyholders for upcoming due dates or expirations and alert them to items that need their action or attention. Customers can then make credit card payments by pressing a single digit on their phone or by clicking a link in an email or SMS notification.

Advantages that SafeAuto will enjoy through the One, Inc. solutions include the following capabilities, according to the vendor:

- Offer improved payment features including storing credit cards for reuse and recurring credit card payments;
- Enhance operational performance by improving payment reconciliation processes;

- Improve its customer experience with better communication and interfaces;
- Increase data security by introducing tokenization in payment transactions; and
- Reduce the cost of credit card processing.

“One, Inc., really understands this sector,” remarks Ron Davies, president and CEO, SafeAuto. “We are sure that the combined strengths of ProcessOne and ContactOne will make it even easier for our customers to do business with SafeAuto.”

“We are extremely pleased to welcome SafeAuto to our growing customer base,” says Christopher

W. Ewing, president and CEO, One, Inc. “We are looking forward to working with their team on the implementation of ProcessOne and ContactOne; and more importantly, seeing them

realize the return on their investment in cost-savings, process efficiencies, and the ability to offer their customers the highest level of service.”



John Kish, SVP, CIO, SafeAuto

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