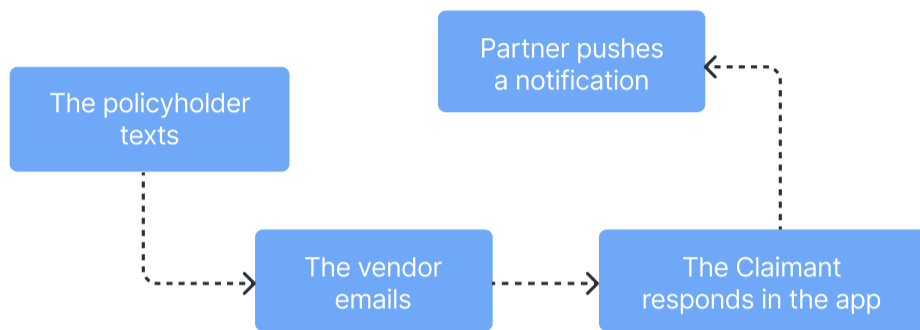


Omnichannel Communications

Manage cross-channel interactions in one unified claim view.

Adjuster productivity suffers most in the gaps between tools.



And when channels are siloed, adjusters spend their time chasing the latest note instead of moving the claim forward.

Claim History					
Date	Exposure	User	Event (5)	Event Details	
11/20/2025 14:18 CDT	Trip Interruption	System	File Note	Task complet	
11/20/2025 12:11 CDT	Trip Interruption	Frank Lotz	SMS	To: 4436579900	
				Reply	
11/19/2025 07:41 CDT	Baggage Delay	Frank Lotz	Email	To: tracking@baggageservices.com	
11/19/2025 07:05 CDT	Baggage Delay	System			

Tracking No 114456-139234

Baggage Services - ORD

Hello.

Please provide the tracking report for the below baggage tag.

114456-139234

This can be attached to a reply email or submitted at this [link](#).

Thank you.

Frank Lotz
EconoAir Trip Services
(888) 443-9323 ext 101

Omnichannel Communications centralizes all claim interactions in one source of truth. Adjusters can review, respond, and initiate messages across channels with policyholders, vendors, and third-parties without leaving the claim file. Outreach automates at key milestones, and every interaction—inbound and outbound—populates in a complete, always-current claim history.



Email



SMS



Letters



Fax



Applications

Send, receive, and respond without leaving the claim view

The Quick Access Panel sits in the claim file to send emails, texts, faxes, and letters in a few quick clicks. Communication becomes part of the workflow whether adjusters are reviewing documents, assessing financials, or confirming estimates.

Every message is automatically logged

Every inbound message from policyholders, vendors, and third parties is automatically logged, timestamped, and attributed in a searchable claim history that's accessible from anywhere in the claim.

Automate outreach at claim milestones

Build automated communications directly into your workflows. Trigger outreach based on claim milestones, updates, or global events using pre-configured branded templates for your preferred channels.

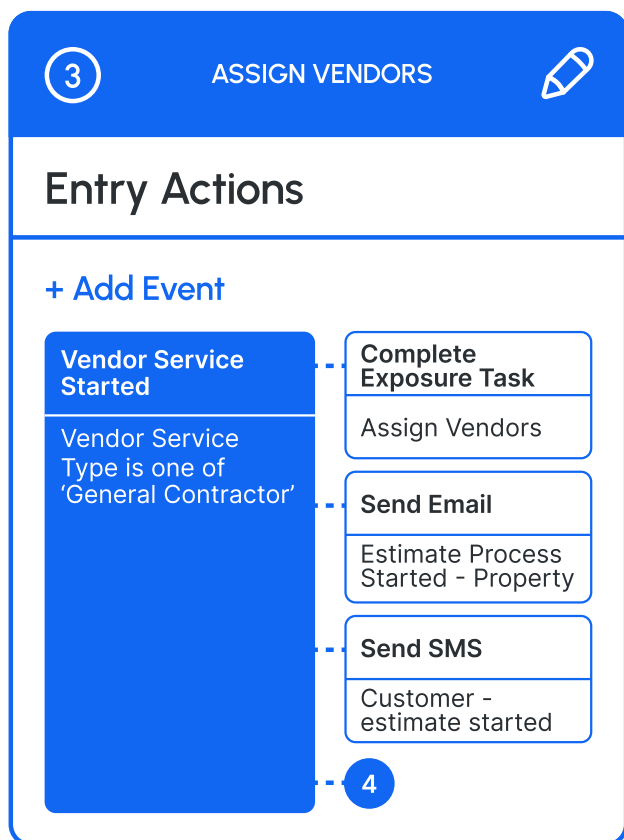
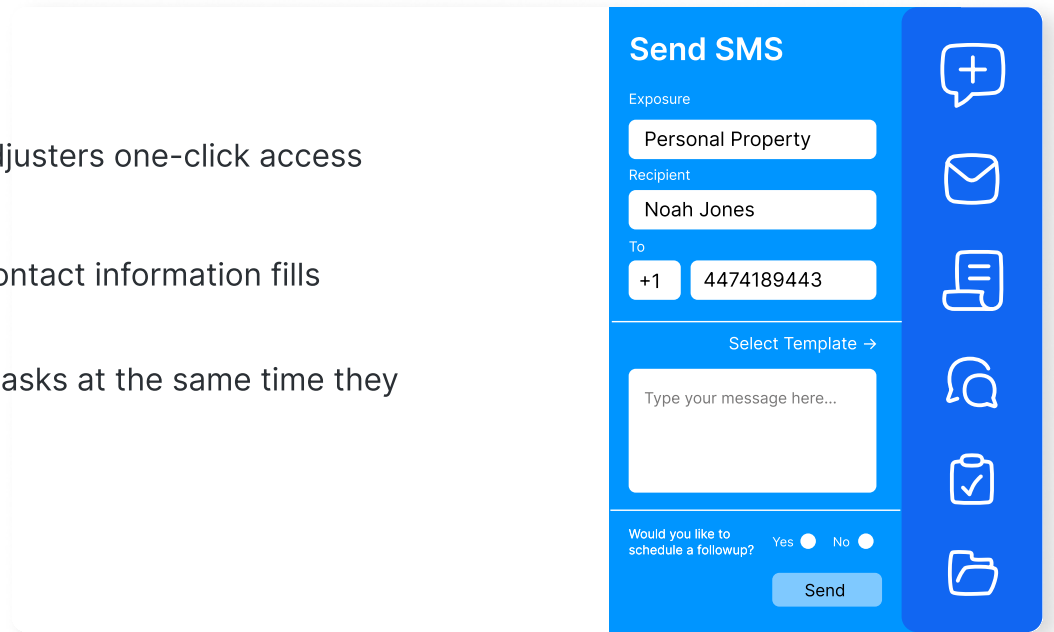
Always operate with up-to-date information

Real-time data availability means every communication — adjuster-initiated or automatically triggered — accounts for the most accurate, current status of the claim.

The Quick Access Panel

The Quick Access Panel sits docked in the claim file to give adjusters one-click access to send emails, texts, faxes, and letters.

- Claim parties are pre-populated as recipient options so contact information fills automatically when a recipient is selected
- Adjusters can schedule and assign automated follow-up tasks at the same time they initiate communications



Event-based Communications

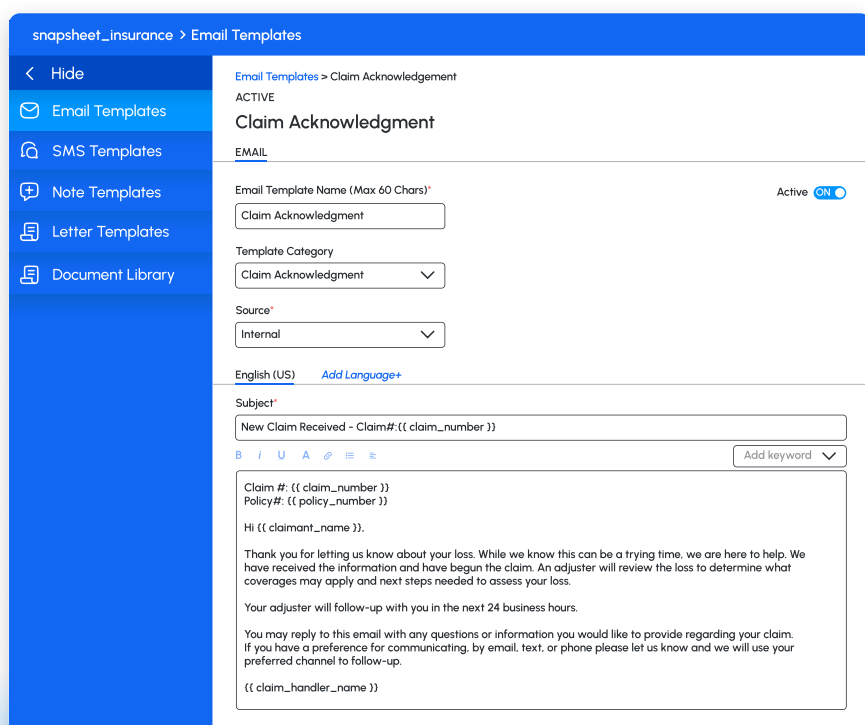
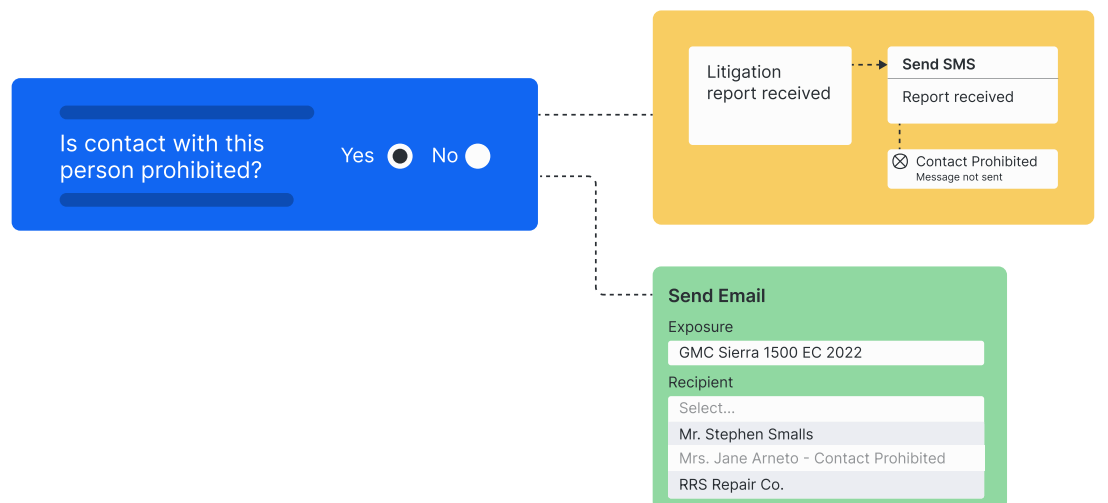
Trigger communications in workflows at events like status updates, milestone completions, document uploads, compliance flags, added claim tags, and more.

- Send updates instantly like vendor work started or estimate completed
- Make automated follow-up cadences and vendor reminders a part of workflows to avoid missed SLAs and deadlines
- Use Event Webhooks to transfer and log communications across connected systems in real-time

Global Communication Rules

Admins can define how automated outreach behaves for every claim at the individual claim level.

- Set the conditions once, and the right communications go to the right parties automatically every time
- Contact-prohibited parties are automatically excluded from outreach without requiring adjusters to identify or handle those claims differently



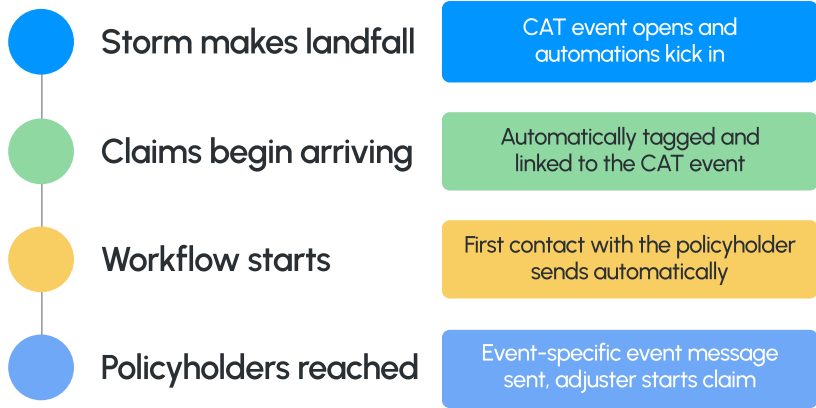
Dynamic templates

Communication templates automatically populate with claim data to pull policyholder name, contact information, ACV estimates, and more directly into the message before it's sent.

- Templates update dynamically to reflect the most up-to-date claim information
- SMS, email, and letter templates support automation across channels

Faster first contact in high-stakes situations

CAT Event Response



Outbound Text Message

We have received your claim, and we have already gotten started. We know this is a difficult time, so rest assured we will work through your claim as quickly as possible and will be in touch throughout the entire process.

Claims Contacted: 847 of 847

Adjuster Calls Made:
0

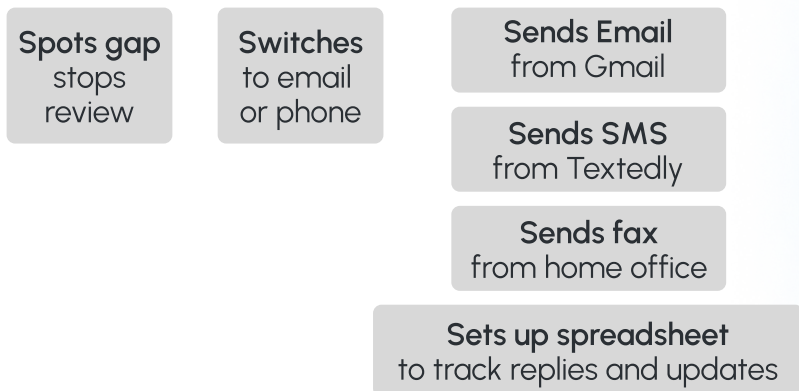
Time Lapsed:
< 1 Hour

Outreach doesn't get missed when it's part of workflows

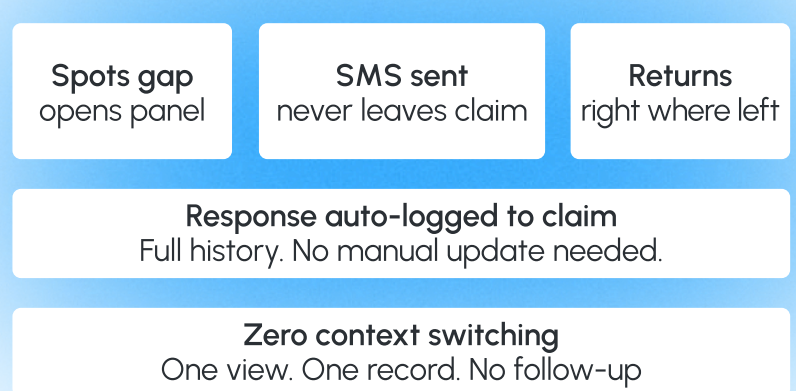


Missing document identified

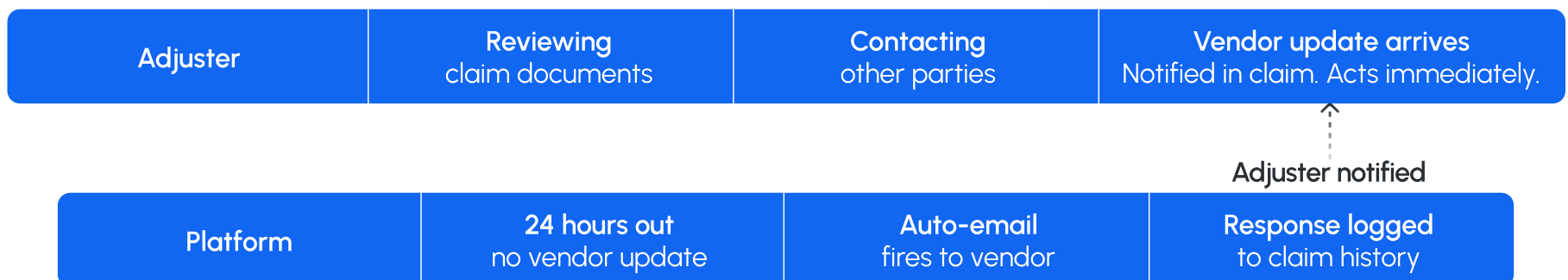
Without Omnichannel



With Omnichannel



Keep vendor work moving on autopilot



Partner integrations built for better communications



A complete communications management solution built into your claims platform

Connect Snapshot directly to SmartCommunications to create, manage, and deliver compliant correspondence across channels and jurisdictions with templates that auto populate from claim data, and compliance letters that trigger automatically based on DOI requirements.



Conversational AI Agents to support more customers across channels



Smart documentation generation and automated delivery

