

Connecting To The Insured

Applied CSR24[®] is the leading cloud- based customer self- service software.

Applied CSR24 is the insurance industry's customer self-service software that enables businesses to meet today's consumers demand for anytime, anywhere access to information.

Applied CSR24 allows your customers to obtain proof of insurance, access insurance documents, report First Notice of Loss and track claims processing through an online customer portal or mobile app that is custom branded to your business.

Applied CSR24 seamlessly integrates with your management system to eliminate time spent on redundant administrative tasks and ensure your customers have access to the latest policy information.

By providing greater flexibility and mobile servicing options, your business can increase customer satisfaction, build loyalty and deliver a more competitive business proposition.

“ Applied CSR24 empowers our clients with online access to account details and visibility into claims processing that provides the right information when and where they want it, which is critical in today's highly connected world.”

Matthew Mawson, Managing Director, The Burley Group



Enables your business to

- Meet consumer demand for omnichannel service and anytime, anywhere access to policy information.
- Create a connected experience through automated exchange of information directly from insurers to the insured – without broker intervention.
- Provide customers with a simple mobile app to easily access their insurance information.
- Elevate your brand and role as a trusted advisor through a 24/7 presence via customer portal and mobile app bespoke to your business.



Core Capabilities

Broker-branded online customer portal and mobile app

Applied CSR24 enables you to provide your customers the freedom to view policy information and documents, review and renew claims, and issue insurance forms at their convenience.

Your business can also utilise a native, branded mobile app for iOS and Android smart devices. Available at the tap of an icon, your clients have quicker, more convenient access to insurance information while on the go.

Claims management

Applied CSR24 allows your customers to report claims, including uploading claim documents and images as attachments, directly through the online portal. Actions for claims are automatically stored as Activities within Applied TAM for more efficient claims administration and servicing. You can also provide customers access to certain claims documents and adjuster contact information.

Around-the clock self-service availability

24/7 self-service functionality allows you to provide clients service anytime, without the expense of around-the-clock staffing. Using your online portal, Applied CSR24 operators can answer questions and request policy changes on behalf of customers at any time of the day.



Customer self-service portals can increase revenue per employee by 121%

Source: 2019 Applied Digital Broker Annual Report

Why Applied?

Applied Systems is the leading global provider of cloud-based software that powers the business of insurance.

Recognised as a pioneer in insurance automation and the innovation leader, Applied is the world's largest provider of broker management systems, serving customers throughout the United States, Canada, the Republic of Ireland, and the United Kingdom.

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