

NOVARICA ACERANKING

GHOSTDRAFT INC.: GHOSTDRAFT STUDIO

Novarica Average Customer Experience (ACE) Ranking Report 2013 Q4



Novarica Average Customer Experience (ACE) Rankings are based on an online survey of senior technology and operational executives at three insurer clients who have direct experience with the vendor product and organization.

Novarica validates the identity and responses of the participants, who are assured of anonymity.

The Novarica ACE Ranking survey asks for the reference to rank his or her experience with the vendor and solution on a 5-point scale from "Very Poor" to "Very Good" against various areas of customer experience, for example "Responsiveness of vendor senior executives."

These statements are grouped into Novarica's four **SOFT** areas (Staff, Organization, Functionality, and Technology) as well as an additional area for Overall Customer Satisfaction, which is double-weighted in the average.

Novarica ACE Rankings are produced independently and are not sponsored by the vendor. Novarica offers vendors the opportunity to direct clients to the survey and also solicits participation directly from its own network of insurer contacts.

The Novarica ACE Ranking is intended to provide an objective measurement of customer satisfaction levels in general, and is intended to be used to guide insurers' own due diligence processes when evaluating potential solution providers. **It is not a substitute for conducting reference interviews or visits prior to selecting a solution.**

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ABOUT THE VENDOR AND SOLUTION

GhostDraft Inc. is based in Toronto, ON with approximately 350 employees. In terms of document creation and CCM services, GhostDraft Inc. provides original document generation, document consultation, proofreading, formatting, copyediting, communication governance, document assembly, print management, barcoding solutions, forms design, forms creation, forms conversion, and data transformation and integration. GhostDraft Inc.'s document creation and CCM solution, GhostDraft, was launched in 2007. The most recent release has redesigned product architecture. GhostDraft provides a platform to satisfy customers' needs for flexibility, scalability, and performance and to allow GhostDraft to expand and add functionality as needed by the market. GhostDraft Studio is a desktop document authoring application provided at no charge to an unlimited number of users. It allows a business user with no programming background and no knowledge of the database to create templates for a variety of documents by combining data elements and rules created by the user in plain language. Self-contained testing scenarios and real-time error checking ensure that document composition will execute as designed, with no debugging required. Also included in GhostDraft Studio is the ability to create data capture forms for interactive documents. GhostDraft Inc. reports that there are 4 US P/C insurers live on GhostDraft. One is a personal carrier, 2 are commercial carriers and 1 is a combined personal and commercial carrier. There is also 1 Canadian insurer and 3 carriers outside the US and Canada live on the solution, all 3 international carriers have over \$1 billion in annual premium. 100% of clients are on the latest release. GhostDraft Studio was last mentioned in *NOVARICA MARKET NAVIGATOR™ US Document Creation & CCM Solutions 2014 (Q1)*.

ABOUT THE RESPONDENTS

Reference Title	Company Type	Areas Where Solution is Used	Years
CIO	Midsized P/C Insurer	Claims, underwriting	0.2
CIO	Small P/C Insurer	Policy and claims administration	2
CIO	Midsized Canadian P/C Insurer	Claims	1

STAFF

Staff	Avg. Ranking
Responsiveness of vendor senior executives	100
Responsiveness of vendor implementation team	100
Responsiveness of vendor support team	100
Overall vendor team understanding of my business	100
Overall vendor team knowledge of own product	100
Overall Staff Average	100

ORGANIZATION

Organization	Avg. Ranking
Makes appropriate implementation and support resources available	92
Project management practices	92
Gives customers a voice in product development planning	100
Training and documentation	75
Reasonableness in contract negotiations	100
Overall Organization Average	92

FUNCTIONALITY

Functionality	Avg. Ranking
Ease of use	92
General business user satisfaction with the product	92
Product delivers the promised functionality	92
Product improves business processes	100
Product's ability to adapt to new business needs	92
Overall Functionality Average	93

TECHNOLOGY

Technology	Avg. Ranking
General system performance	92
Scalability	100
Ease of integration	83
Use of current technology	92
Fit with IT architectural vision	100
Overall Technology Average	93

OVERALL CUSTOMER SATISFACTION

Overall Customer Satisfaction	Avg. Ranking
Overall satisfaction with product performance	92
Overall satisfaction with vendor service levels	100
Overall satisfaction with vendor relationship management	100
I would buy this product again if I had it to do over again	92
I would buy other products from this vendor assuming I had a need	92
Overall Customer Satisfaction Average	95

COMMENTS

Thorough, knowledgeable, and creative.

GhostDraft is being used as a value added solution to our policy and claims administration - this was the first such use of the product and the GhostDraft staff was very responsive and flexible.

Worked well as a partner with our software vendor and us.

The product does what they say it will do. GhostDraft provides us with a better letter writing and form creation process - it is faster and less technical than other solutions we investigated.

This technology allows us to avoid writing queries - uses a standard domain model to pull data.

ABOUT NOVARICA

Novarica provides information, insights, and perspective on markets, operations, and technology to financial services and insurance executives and project teams. The company delivers its service through published research, retained advisory services, and project-based consulting. Novarica's research includes market and trend analyses, best practices research, case studies, and independent analyses of insurance software vendors. Novarica draws its knowledge from the personal experience of its principals, the ongoing information gathering initiatives of dedicated research staff, and regular communication with insurer executives through informal networks and through the Novarica Insurance Technology Research Council. More information is available online at www.novarica.com.