

# Personalised insurance to boost customer experience



Success story

Rethinking insurance as a digital  
service



70% reduction in time to market for  
new products



Greater customer satisfaction



Flexible and modular policies

CLOUD



PLATFORM ENGINEERING



## THE CHALLENGE

### Combine fully digital and customisable insurance policies with a great customer experience

- A groundbreaking approach to insurance which removes the traditional barriers that annoy customers: rigid products, complicated procedures for changes and termination, unfamiliar language and a poor customer experience
- Launch of a new digital channel offering a highly configurable product and paperless management
- Fully digitised processes for policy subscription, underwriting and management

## THE ENGAGEMENT

### Implementation of the Guidewire Insurance Platform

- Implementation of the complete Guidewire Insurance Platform for policies, billing and claims
- Key differentiating assets leveraged:
  - Integrated group components for digital signature, instant payments and document template
  - Guidewire ADP accelerator
- Full digitalisation of processes: agents can subscribe to a new policy in a matter of minutes using a totally paperless process, thanks to digital signatures and payments
- Policy underwriting and management processes are now flexible, easy to understand and monthly based. As a flagship digital service, it offers choice: subscription is straightforward, changes can be made quickly, it offers multiple options and it is easy to close
- Communications reimagined: a digital and mobile-first approach means simplified language and infographics have replaced complex text, while paper remains just an option

## THE BENEFIT

### Greater customer satisfaction and increased business agility

- Flexible and modular policies are user-friendly and empower customers to tailor insurance protection to their personal needs while reducing the time required to buy a policy
- Simplicity is all around, right from the beginning. Leveraging Agile methods and starting from a greenfield removed technical barriers and enabled a fresh approach to process and product design while keeping the customer at the centre of everything
- 70% reduction in time to market for new products (from months to weeks) enabling greater business agility and responsiveness to market changes
- Winner of Guidewire Innovation Award