# GBO/Insur IQ

## CASE STUDY #3

## Fully Automated, Rules-Based, Real-Time, Accident & Health, Enterprise Underwriting, Transaction Processing, Product Management and Product Administration Platform

## Abstract

GBO/Insur IQ (GBO) assisted a leading global insurance company's newly formed Accident and Health (A&H) Division with the deployment of GBO/Insur IQ's proprietary enterprise solution. The client required a single, web-based, product agnostic, platform that would operate in real time and could facilitate full automation of underwriting, rating, quoting, binding, policy issue, premium/commission administration and financial reporting for all products.  System requirements included the need to access all features and functions for all users remotely. The platform integrates with the company's financial reporting system and claim system and provides the client with a comprehensive view of all business activities for all products in a single database. The system allows all business users to operate in a fully automated environment, thus accelerating product introduction/speed-to-market and providing effective service for increased customer satisfaction.

## Client Details

Based in the New England area, the client is the third largest Property and Casualty (P&C) Insurance provider in the US.  They employ over 50,000 people in 900 offices that extend to five continents; providing comprehensive insurance solutions that span three major segments: commercial and personal lines insurance and reinsurance.

## Business Context

The newly formed A&H Division, looking to quickly capture accident specific, product market share, needed to accelerate time-to-market for product introductions, while maintaining underwriting discipline, management control, satisfying internal and state compliance as well as corporate parent financial reporting requirements. With an eye toward lowering current and future staffing needs and lowering operating costs.

To achieve these objectives, the Company looked to rapidly design and build several new products in a single, comprehensive, robust, environment that would satisfy the requirements of each business user in their day-to-day activities in support of the division's overall growth objectives, by allowing:

- underwriters to receive and efficiently, review submission, complete internal clearance of submission, underwrite, obtain OFAC clearance, rate, quote and generate an automated, dynamic content, proposal including coverages, limits, rates, exclusions, limitations and product policy specimens,
- underwriters to easily modify, re-quote and bind coverage as well as endorse, cancel and re-write coverage,
- the flexibility to modify policy specific content to be delivered through dynamic proposals and specimens,
- automation of the policy issue process including all riders and coverage/state specific endorsements,
- automation of modal specific premium invoicing, including account and broker-specific commission calculations,
- financial users to bill, collect, reconcile all premium and commissions as well as report on all aspects of the business,
- compliance users to manage and control the environment, including automated Office of Foreign Asset Control (OFAC) clearance and escalations,
- management of the licensing validation, appointment and regulatory aspects of the business,
- management to track and oversee the business both on a written and lost basis'
- mining of the data on all quoted but not sold business for future growth.

## GBO/Insur IQ Solution

GBO/Insur IQ with its existing highly configurable, automated, rules-based, real-time transaction enterprise platform embarked on further enhancing our proprietary system to meet the special requirements of the Company.

Client specific requirements included:

- The finance component of the system was configured to accommodate their unique financial reporting requirements and general ledger system – (SAP),
- QwikCoverage Producer Licensing component was configured to interface with the company's proprietary licensing and appointment software including alerts for expiration,
- Unique automated escalation requirements were configured and implemented to keep the work flow moving, including out of office alerts and delegation,

- A customized view of the broker-facing Account Management Portal was configured and implemented to support multiple distribution channels and data interchange with external producer systems.

The solution armed the business users with full automation across the underwriting, rating, quoting, binding, policy issue, premium/commission administration and financial reporting continuum. The result of the project was a robust, comprehensive system that would allow all users to manage all products in a friendly environment that provides for accelerated turnaround times and fosters superior customer service.

## Benefits Delivered

Since the implementation of the GBO/Insur IQ platform the Company has gone on to host the system in house. Multiple additional Accident Insurance products have been configured, launched, marketed and managed via the system.

The Company is now looking at the potential to migrate other products from other divisions onto the GBO/Insur IQ platform.

## Faster Time-to-Market

High configurability of the platform allows the Company to launch new products without the need for programming intervention. The rapid configuration application enables business users to configure and deploy products as well as customize product specific, workflow screens to roll out a completely new product in much shorter time frames than was previously required in a programming dependent environment.

## Increased Underwriting Productivity and Book Management Resulting in Greater Customer Satisfaction

The GBO/Insur IQ solution operates in a fully automated, rules based, real time transaction environment. This allows RFPs to be processed and quotes for business to be issued faster. In addition, automated product escalations "out of the underwriting box" approvals are quicker and response to the market (brokers and agents) is executed in the most efficient manner.

Through the Broker Account Management Portal, Brokers are able to view all of their inforce business, premiums, commissions, upcoming renewals, etc. on line.

Customer (brokers, agents and policyholders) satisfaction has greatly improved.

# Challenges Encountered
## Designing a system that is easy to use and complex in functionality –

While the goal of the GBO/Insur IQ system is to automate the processing of a high volume of complex insurance product specific proposals for multiple products, it also had to be simple enough to operate for non-technical users.  It demanded building enough business rules to satisfy the requirements appetite of the company's full spectrum of business users into a user friendly configuration.  The application also needed to be product agnostic to handle configuration of any new products for future launch as well as to handle a large volume of transactions.  To overcome these challenges GBO/Insur IQ:

- Had the benefit of technology development inside of an insurance operating environment.  Our systems/technical team work side-by-side with our seasoned insurance professionals, developing and enhancing the system through the eyes of real business users.  As insurance practitioners, we have a keen sense of the technology requirements of the insurance industry and the frustrations caused by the limitations of typical insurance system configurations,
- Worked closely with business users at each step in the insurance project life cycle to demo the work in progress. This ensured we received early feedback and avoided any last minute surprises.  It also allowed the business users the ability to consider any product design, make changes on the fly and enhanced the client satisfaction levels tremendously.
- While designing and reviewing the platform architecture we factored in the high-level requirements of future product introduction allowing for any product type, with any rating scheme and any policy deliverable to be accommodated on the platform.