

CASE STUDY #1

Automated Group AD&D Conversion (to individual policy) application, digital transformation from a people and paper intensive process to a fully automated, digital purchase, payment and policy delivery customer experience

Abstract

GBO/Insur IQ (GBO) assisted a leading global insurance Client's Accident and Health (A&H) Division (the Client) take an internally managed, 100% manual, paper-based, enrollment process for Group Accident (AD&D) Conversion enrollment to a fully-automated, web-based, self-service enrollment and eligibility management solution, for their Group Accident Conversion Insurance product. The **Enroll IQ™** platform now integrates with **QwikCoverage™** and provides the client with a comprehensive view of all individual customer policies, dependent coverages, effective dates, coverage amounts, premiums, commissions and administrative fees.

Consumer policy issue time improved from over 60 days of snail mail and paper processing, work flow and policy issue, to a 10 minute on-line purchase of the selected coverage amount of AD&D, inclusive of application processing, payment processing and instant policy issue for this guaranteed issue product.

Customer satisfaction and policy issuance increased significantly in this self-service environment, while substantially reducing the cost to manage this formerly high touch, high volume, statutorily regulated product.

Client Details

Based in the Switzerland, the client is a leading multi-line, insurance provider with a global network of subsidiaries and offices, with approximately 60,000 employees serving customers in more than 170 countries and territories. They are the fourth largest writer of commercial property and casualty insurance in North America.

Business Context

The Client's A&H Division was looking to reduce costs and to automate its internal paper enrollment process, manage its active and growing conversion population, abide by the varied internal and state compliance regulations all with the ultimate goal of building product efficiencies and lowering operating expenses.

To achieve these objectives, the Client looked for a solution that could take a high touch, paper intensive process and transform it into a fully-automated, web-based, state regulatory and internally compliant, self-service enrollment platform. The solution needed to allow:

- self-service, digital, enrollment experience for Accidental Death and Dismemberment (AD&D) Insurance Conversion from Group Certificates to Individual Policies as required by various state Insurance Departments,
- eligible customers to come to a branded website, learn about their options, obtain pricing, coverage terms and conditions, enroll and purchase an Individual Accidental Death and Dismemberment Policy,
- the creation of an account for which the customer could access 24/7/365,
- the customer to get instant access to view, print or download their application, issued policy documents and other fulfillment materials 24/7/365,
- the customer to access and manage their account, payment history and as well as payment methods,
- the Client to have access to a content management system to view, edit, report, verify customer eligibility, audit customer records and manage the business from both the bound and lost (quote not taken) perspectives,
- email renewal notifications, renewal billing and renewal premium collection as well as notifications of final notices and failed payments,
- automated Office of Foreign Asset Control (OFAC) screening of every customer, every spouse and every dependent, and report any "hits" directly to the Client for further screening/resolution,
- report all bound business and collected premium,
- automatic email delivery of copies of all policy and fulfillment documents to the Client's designated document warehouse repository,
- the Client's management team to track and oversee the business both on a written and lost basis to properly manage and mine the data for a future of profitable growth,
- the Client to manage rate and filing changes as well as document/policy revisions.

GBO/Insur IQ Solution

GBO/Insur IQ with its existing highly configurable, automated, rules-based, real-time transaction platform: QwikCoverage™ (QC), embarked on further enhancing the QC suite of technology solutions to include a fully automated, web-based, online enrollment tool customized to meet the special requirements of the Client with our “Enroll IQ™” application.

The solution addressed the following client specific requirements:

- a web-site was created specifically for the Client that would give eligible customers an on-line avenue to convert existing group AD&D coverage,
- customers can view and learn more about the conversion coverage available to them, including limits available, coverage options (individual or family) and pricing,
- purchases are made directly on the site utilizing a PCI compliant payment gateway in which all types of credit cards as well as ACH is an option as payment methods,
- customers have 365/24/7 access to their account to view, download documents, manage payment methods, renew coverage and make changes to existing coverages,
- the Client has access to the Content Management System (CMS) to view, edit, report, verify customer eligibility, audit customer records and manage the business from both the bound and lost perspectives,
- the solution delivers web-based renewal notifications and billing information as well as notifications of final notices and failed payments when payments are not received and/or are unsuccessful,
- the solution performs an automated OFAC screening of every customer, every spouse and every dependent. Any “hit” is sent directly to the Client’s representative for secondary screening/resolution,
- all bound business and collected premium is tracked and reported to the Client at the designated interval,
- as fulfillment documents are generated they are automatically sent via email to the Client’s document warehouse repository,
- as needed, rate, filing, documents and policy revisions are easily managed and updated through the CMS tool.

The solution armed the direct customer digital self-service access and the Client with full automation across the underwriting, rating, quoting, binding, policy issue, premium administration and financial reporting continuum. The result of the project was a more robust system that would allow the customers to directly access a user friendly environment and allowed the Client to completely eliminate an internal paper process, fostering superior customer service.

Benefits Delivered

Since the implementation of the GBO/Insur IQ **Enroll IQ™** Platform, the Client has moved their conversion enrollment to a completely digital environment with 100% of new enrollment being processed through GBO/Insur IQ's **Enroll IQ™** solution.

The platform has facilitated a better consumer experience while lowering transactional costs.

Faster Time-to-Market

What had been a completely paper based process that included multiple back and forth, document delivery and sign-off steps between the Client's associate and the potential customer, which sometimes took more than 60 days to complete is now a fully automated, web-based, self-service transaction.

Increased Customer Satisfaction

In today's digital buying environment a new digital customer emerges... "The New Insurance Consumer". They are trained to buy online, they expect a digital experience and they want to be in control. The GBO/Insur IQ - Enroll IQ solution gives them just that...an online experience with 365/24/7 access all with self-service capabilities which all add up to increased customer satisfaction.

Higher Conversion and Retention Rates

Web-based, self-service means access is easy. Automatic reminders that renewals are due means higher levels of engagement from the customer. Higher levels of engagement means higher conversion rate, retention rates and premium receipts.

Challenges Encountered

Designing a system with an easy to understand consumer interface combined complex functionality Content Management System for the Client's Business Users –

The goal of Enroll IQ™ is to apply familiar, on-line, product purchasing, i.e. shopping cart, credit card purchase, instant purchase confirmation and immediate product fulfillment to the digital distribution of insurance products. Translated for the insurance segment, this requires the consumer to go through the following steps: insurance product learning, review of available

options, access to pricing information (quoting), buying (application processing/enrollment), selection of a premium payment method, electronic signature and product fulfillment (policy delivery).

While accident insurance products are fairly straightforward in design and pricing and in this instance, “guaranteed issue”, the system requirements include delivering the proper, filed policy form in 51, Department of Insurance regulated territories, including the state specific or coverage specific riders and endorsements thus charging the customer the appropriate state approved rates. In addition, individual policies must include, when issued, a copy of the application for the protection of both the insurer and the insured.

The Accident Insurance product subject matter expertise of GBO/Insur IQ combined with the programming talent of our Insur IQ team successfully automated all aspects of the program to the point where it is fully digital. Today, 98% of this business is processed through the automated environment and only under extraordinary circumstances are paper applications used and processed.