

Optimized Insurance System Poises Insurer for Growth

Keane Extends the Value of Legacy Insurance Application With Web-based Front End; Insurer Saves Costs, Boosts Productivity, and Improves User Satisfaction

Abstract

Keane helped leading property and casualty insurance company evolve its highly manual policy administration system. By designing and developing the Web-based front end application while preserving the back end system, Keane was able to optimize the policy issuance process, save costs, and make huge gains in productivity. As a result, the 100-year-old insurance firm has enhanced operational efficiency, greatly improved user satisfaction, and lowered expense ratios, poising it to gain significant market share.

A Policy of Success

- **84% of new business submitted through new Web application in 12 weeks**
- **\$400,000 saved in development costs**
- **Policy issuance process reduced from 14 days to 1 day**

Business Challenge

Managing the policy lifecycle had always been a highly manual and time consuming process at this 100-year-old property and casualty insurance company. The average time it took an agent to fill out and process a paper application was 14 days. The company recognized that making it easier for agents to do business with the firm would promote state expansion and help capture new business. What's more, to save on development costs, the company was committed to preserving its legacy AS-400 system, used for processing insurance applications, rating policies, and enabling fulfillment.

Solution

With a focus on optimizing the client's existing IT investments while getting the greatest value from their new system, Keane examined the client's current technology and architecture landscape, as well as its business goals, and then applied a decision framework to determine what architecture would best meet the client's future business needs.

Modernizing on .NET

Keane recommended leveraging the insurer's sizeable investment in its existing policy administration system by using .NET to connect the legacy application to a Web-enabled front end.

Keane brought in members of its .NET team who combine extensive business function knowledge learned from years of hands-on experience in Web, application, and product development with an appreciation of our client's unique requirements.

An agile approach

An agile, user-centric application development approach enabled the team to work collaboratively with client personnel to deliver development iterations in rapid response to their functional and business needs. This ensured the application was built as intended, would give agents access to more useful functionality, and would evolve along with the client to support both current and future objectives, such as expanding into new markets.

Within 18 months, Keane automated all of the client's personal lines of insurance, including homeowners, automobile, and personal liability, helping the client meet its goal of requiring all agents to use the online system.

Results

Keane's Application Architecture and Development project resulted in the following benefits for this P&C insurer:

Optimized policy issuance process.

Keane's Web-based application enabled this P&C insurer to reduce the policy issuance process from 14 days to 1 day.

Greater client and user satisfaction.

The faster process improved the user experience for agents and customers alike. And the intuitive interface enabled agents to use the application without training. As a result, the insurer saw 84% of its new personal lines business come in via the Web application in about 12 weeks.

Freed resources to focus on more strategic work.

The automated ratings rules engine Keane built into the system frees underwriters to focus on higher value activities such as overseeing the quality of the business coming in from the agent rather than on tracking down errors and making manual corrections.

Significant cost savings. The client estimates that it saved about \$400,000 in development costs because Keane was able to extend the value of its existing AS-400 system by linking it to the Web application.

Lower expense ratios. With the online system, the client expects to increase its premium base without adding staff, resulting in lower expense ratios.



Client Story: Property and Casualty Insurance Company

About Keane

Keane partners with businesses and government agencies to *optimize* IT investments by delivering exceptional operation, maintenance, and evolution of mission-critical systems and business processes. Keane helps clients realize the greatest value from their IT investments by leveraging an insider's hands-on understanding of the nuances and subtleties of their applications, processes and infrastructure making the recommendations we give more actionable, the work we do more pragmatic, and the results realized more measurable.

In business since 1965, Keane is an agile, mid-sized, full service IT services firm with headquarters in the United States and more than 13,000 employees globally. For more information on Keane's services, solutions, and locations, please visit www.keane.com.

