



# Case Study: Health and Life Insurance Company

## Customer Overview:

Health and Life Insurance Company

## Challenges

Through a series of acquisitions and a successful direct-selling model, Health and Life Insurance Company experienced exceptional growth within a very short timeframe. The company needed more efficient processes for integrating and managing new customers as their business grew. They also were looking for a more flexible technology infrastructure so that they could handle the complex, resource-intensive tasks involved in applicant review procedures. The company also needed to increase their business volume without a tremendous increase in staff or costs.

## Solution

The company turned to Global 360's Case360 and its Professional Services Organization to streamline the processes for handling the numerous documents and review steps required in processing insurance applications.

Now, applications are faxed to the company, where they are automatically captured in a case folder and entered into the new business processing workflow system. Queues are created for data input and pre-screening, which includes automatic triggers with third party vendors that can provide background checks on applicants. In the pre-screening phase, key data like applicant name, social security number, and address are captured along with required signatures and medical records.

Once case folders are complete, they are automatically routed to assigned underwriters to determine whether the policy will be issued or not. From there the final handoff is to the policy issuer, who adheres to entry/exit rules that determine how the policy will actually be delivered to a client either by mail or in person.

Customer case folders are then updated and referenced for the lifetime of the policy by agents, customer service, and policy administrators.

*"We chose Case360 because it gave us the ability to optimize our operations and handle more volumes of work with little or no additional head count."*

*"Our profit margins are higher because of the automation enabled and efficiencies gained with the Case360."*

*"Case360 is integral to every step of our policy underwriting process, and it is the glue that keeps all of the pieces together and managed efficiently."*

## Challenges

Experiencing dramatic growth within a very short timeline, this company needed more efficient processes for integrating and managing new customers as their business grew.

## Solution

This organization deployed Case360 to streamline the processes for handling the numerous documents and review steps required in processing insurance applications.

## Results

The Case360 deployment enabled the company to show growth of close to 400% with only a small increase in staffing, as a result of new efficiencies, automation and streamlined processes.



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*“Our whole underwriting process depends on Case360 to ensure policy administration can get done efficiently and effectively.”*

*“Contract underwriting costs are driven by volume of applications received. However, with the Case360, we have introduced remote underwriters and have been able to reduce our reliance on and expense of contract underwriting, while improving the service levels to our clients.”*

### Results

Case360 has enabled this company to show growth of close to 400% with only a small increase in staffing, as a result of new efficiencies, automation and streamlined processes. The company has been able to expand their own sales efforts, now processing approximately 1700 new applications per week, reflecting an 11% increase.

Case360 is enabling this company to develop new ways of doing business with high levels of productivity and maximized profit per policy issued.

Customer service is fast and efficient, because all employees can instantly access customer case folders for verifying data or checking on their status.

Resource allocation can be monitored to handle spikes in business and process execution can be analyzed to identify additional areas for process improvement.

Health and Life Insurance Company has increased departmental efficiency by automating processes and allowing simultaneous use of documents while lowering the risk of lost or misfiled documents. Work-flow has been optimized between employees responsible for data input and pre-screening, third party vendors and underwriters as well as other departments involved throughout the entire policy administration process.

The company plans to expand the use of Case360 into other departments, such as compliance, as well as out into the field for agents to utilize, enabling greater speed and operational optimization at every level of the organization to improve bottom line performance.