

Process and Document Management for Insurance

Leverage Global 360 BPM Solutions to increase your operational efficiency and capture new business

Forward-thinking Insurers are seeking ways to distinguish themselves in the face of significant change within the insurance industry. The global financial crisis, changing regulatory and accounting requirements, shifting demographics and distribution channels, and the need to manage profitability and control expenses are driving insurers to automate their complex business processes to increase operational efficiency and capitalize on growing markets like retirement income.

With rising claims costs and compliance pressures, insurers have limited resources and greater need to get more out of their existing investments. As challenges mount, opportunities also emerge. Capturing these new revenue opportunities requires reducing the time to process business.

To meet both the challenges and the opportunities, your organization must efficiently manage and increase control for critical business processes. With successful implementations worldwide, Global 360 understands the unique needs of the insurance industry and how Business Process Management (BPM) can provide a sustainable advantage. BPM delivers a reliable and cost-effective approach to streamline business processes in important areas; including:

- » Underwriting
- » Claims Processing
- » Customer Service
- » Enrollment
- » Policy Management
- » Audit

Global 360: Shifting BPM philosophy from the 'way work moves' to 'how work gets done.'

Your goals are to increase customer servicing quality and to reduce operational costs. You already know that people are your organization's most important asset to meet those goals. That's why at Global 360, we believe your process needs to work for the people, not the other way around.

Most vendors build their solutions around a model-driven implementation, letting that model dictate how work gets done. This "standard" approach ultimately treats users as

Symetra reduced internal cycle time and are handling 67% more applications without adding staff.

"The Global 360 solution has not only met our requirements—it has far exceeded our expectations."

Marilee Rautenberg
Symetra Life & Investments

Leading Insurance Companies Use Global 360 BPM Solutions

- Acerta
- Achmea
- AEGON NV
- Aflac
- AIG
- AIG Sun America
- Blue Cross Blue Shield
- CSSA
- Ecclesiastical
- Georgia Farm Bureau
- GMF-Vie
- HealthMarkets
- ING
- London Verzekeringen
- NYS Teacher Retirement
- Screen Actors Guild
- Symetra
- US Boat
- ZC Sterling

Global360 

an afterthought. Improving process with speed alone can only help you make the same mistakes faster; and forcing an unfamiliar, non-intuitive user interface on staff can hurt productivity more than it helps. This, in a nutshell, is where Global 360 differs from most other BPM providers.

360° Experience: Productivity depends on your point of view.

Our role-based interface, called viewPoint, delivers a unique view of the information that is most valuable to each type of user, and helps them to do their jobs better.

So your employees can be more productive in their jobs, improving work management. Improving an insurance claim process, for example, that can't be processed because photos weren't included, forcing the processor to track down the claims adjuster. All the while, there is a customer waiting for their claim to go through.

Your managers and executives can gain transparency into the business, enabling them to make smarter and more profitable decisions. For example, set your underwriting performance indicators as part of the process. As thresholds are exceeded (e.g., service levels not being met), work can be dynamically re-allocated until service levels are brought back into balance. In today's market, this is critical to improve the way you work with independent agents and brokers to win business that would otherwise go to competitors.

And, your designers can automate the process more effectively, resulting in improved process management. User application development accounts for over 40% of deployment costs. We think that there's a smarter way to spend nearly half your deployment dollars. Our solution provides drag-and-drop process building, application design tools, and pre-built activities, so systems can be quickly implemented, and easily maintained and improved.

Global 360: The most complete view of all assets and all participants who are vital to success.

We believe the process should provide the capability for users to work together, aggregating the information that users need, and structuring the flow of work between users and organizations. Some vendors allow you to add documents as attachments, but we go much further by making all documents an integral part of the process. For example, to accelerate customer acquisition and avoid costly exposure, the processor would see a task list with all the information needed to write a policy quickly and fairly, and then be guided on screen through the activities necessary to complete their task. Every document is treated as a full participant in your process. And, we give you the ability to digitize, edit, certify, and manage those documents – which makes attachments seem almost archaic.

Bottom-line, every user gets the single view of the specific information they need to get their work done. And, that translates to better business results.

AIG leveraged Global 360 to manage underwriting case files, reducing submission-to-quote time by 33%, with a 30% reduction in cost per transaction.

"In our business, service is what it's all about, and Global 360 enables us to deliver the answers clients need when they need them. This is vital to our customer retention."

George Baity
AIG United Guaranty



CORPORATE HEADQUARTERS

5400 LBJ Freeway, Suite 300 • Dallas, TX 75240 • Tel: 214.520.1660 • Toll-Free: 877.825.8259 • Fax: 214.219.7218 • www.global360.com