



Case Study: London Verzekeringen



Customer Overview:

London Verzekeringen is a major non-life insurance company, and is one of the top ten car insurers in the Netherlands.

Founded in 1999, as the result of the merger between insurers Elvia and London & Lancashire, London Verzekeringen is a subsidiary of the Royal Insurance Group Nederland, an Allianz company that operates worldwide.

With 140 staff and a comprehensive portfolio of innovative insurance products embracing Living, Traffic, Family, and Recreation, the company markets its products to the public via a network of 1,800 intermediary insurance brokers. This approach meets the needs of the large numbers of consumers who prefer to buy insurance through a broker.

Challenges

Although the London Verzekeringen website publishes full product details and premiums, visitors to the website who wish to arrange insurance coverage still do so via a broker. After being prompted to fill in their address and zip code, they are asked to contact their nearest London Verzekeringen intermediary, whose details are then displayed onscreen. In addition, the company communicates with intermediaries via phone, email, fax, and also via the electronic insurance data network.

However, paper remains the principal means of information-exchange between London Verzekeringen and its intermediaries and policyholders, particularly information relating to specific policies. And the expectation is that the paper flow will continue.

As Maarten Wijnbergen, Head of IT at London Verzekeringen, explains: "Paper will continue to be an important medium for us. At the moment, for London Verzekeringen, the Internet offers an ideal opportunity to add further value to our service. As the Internet becomes increasingly reliable, we'll be able to use this for distributing information to our intermediaries. But in the foreseeable future, it's unlikely that our intermediaries will want to communicate with us entirely electronically, and nor will we be sending out digital policies to consumers. As a customer-focused supplier, we wish to continue to offer clients a choice as to how they wish to receive information from us: via mail, fax, email, or the Internet."

The volumes of paper involved are high. Each year, London Verzekeringen receives approximately 850,000 documents containing information relating to applications for new policies, alterations to existing policies, and insurance claims.

In today's fast-moving, competitive marketplace, it is vital for documents to be processed as quickly and efficiently as possible and for information to be readily available in case of queries. "It is increasingly important for London Verzekeringen to be able to respond quickly to enquiries, both from intermediaries, and also, if necessary, from consumers," says Maarten Wijnbergen. "Being able to answer questions in real time requires the digitizing of paper documents."

London Verzekeringen needed an advanced process management system, which would streamline the handling and processing of the vast numbers of incoming documents, to increase efficiency and enhance service levels.

Solution

A search of the marketplace highlighted Global 360 BPM Suite as the most appropriate solution available, for a number of key reasons. "We chose Global 360 because it is primarily intended for bulk processing of large numbers of documents. In addition, Global 360 is well known in the marketplace as a reliable partner. And furthermore, according to a recent study by KPMG, some 40% of the insurance sector uses the Global 360 technology. This includes Unigarant, one of the insurance companies we co-operate with. Another important factor was that the new system would pay for itself within 4 years," comments Maarten Wijnbergen.

Challenges

Receiving more than 850,000 documents each year, London Verzekeringen needed to streamline the handling and processing of their incoming documents to increase efficiency and enhance service levels.

Solution

London Verzekeringen deployed Global 360 process and document solutions to digitize and manage their documents and automate the processing of applications for new insurance policies, generate new policies, and altar existing policies.

Results

The Global 360 solution enables London Verzekeringen to instantly access policy documents, route documents to the proper personnel, and eliminate processing backlogs.



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Management was kept informed of the Global 360 project to ensure full buy-in from the top. "Here in IT, together with the various departments, we continually assess how processes can be improved, create a plan, and then submit this to the management. We approached the Global 360 project in the same way and it was given full management support."

Global 360 Solutions Provider, Xerox Global Services (XGS), was asked to contribute their skills and knowledge to assist with implementation. "Our policy for IT projects is to hire external expertise when we need it, but always to maintain control and management of the projects ourselves," continues Maarten Wijnbergen.

Implementation was started in May 2001 and was completed by mid October 2001. Since then, all incoming consumer and intermediary documents have been scanned into the Global 360 system, in the mailroom. Here, the color scanner has a capacity of 8,000 forms per day, while the monochrome scanner handles up to 15,000 forms a day.

Once digitized, each electronic document is then available to the Global 360 system. Using the value assigned to each document by the scanning operator, Global 360 identifies the route each document must take, and automatically distributes it to the right administrative staff.

In one department, the Global 360 system is used to process applications for new insurance policies, generate new policies, and alter existing policies. And in another department, the system is used for processing non-personal-injury insurance claims.

"Personal injury claims are still processed on paper, partly because they contain sensitive information and also because they often generate extensive files which are difficult to follow on screen in their entirety," explains Maarten Wijnbergen.

Results

The new Global 360 system is used by some 80 administrative staff at London Verzekeringen. While they are processing the documents onscreen, a direct link between Global 360 and the mainframe computer automatically updates the stored details with any new information. And once documents have been processed, they are immediately archived, and can then be called up on-screen whenever necessary.

Because the Global 360 solution allows files to be instantly accessed onscreen, staff can immediately respond to any enquiries simply by calling up the appropriate digital documents.

"Intermediaries regard this as a valuable additional service," says Maarten Wijnbergen. The project represents a major implementation for London Verzekeringen. "Apart from the transfer to the Euro, the Global 360 BPM Suite BPM implementation has been the biggest computerisation project so far for London Verzekeringen," says Maarten Wijnbergen. "It has been an exciting time for us – both for the IT department and for the organization as a whole!"

Possibilities for future extension of the solution include optical character recognition and other automation opportunities. "We are currently looking at the options for automating the processes further, for example, so that information from the scanned documents no longer needs to be copied manually," says Maarten Wijnbergen. Meanwhile, London Verzekeringen is capitalizing fully on the benefits delivered by the Global 360 solution. "The new Global 360 BPM Suite system delivers increased efficiency, no more processing backlogs, and a good image for the entire company. Now that the Global 360 system is up and running, we know we made the right choice," concludes Maarten Wijnbergen.