Case Study

Insurity "Day in the Life" Service Fosters an Environment of Continuous Improvement at a National Carrier

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Challenge:
While a national carrier was satisfied with the system and services from Insurity, they continued to monitor the operation and to seek ways to refine workflows to gain even greater efficiencies and to take full advantage of all that the Insurity systems had to offer.

Solution:
Insurity's Day in the Life Service that helps customers analyze their use of Policy Decisions and their current processes.

Results:
"Through the Day in the Life process we discovered a wealth of ways to use the system differently as well as functionality that we were not familiar with – or had forgotten about as we settled into our normal work process. This was a great way to take a fresh look at our environment and processes to find ways to make even more improvements." -- Manager at national carrier

Insurity Relationship and Product Environment

A national carrier had been a long time client of Insurity having first selected to engage the company and implement its products in the nineties. Since the initial implementation of the Insurity Policy Decisions solution, the carrier and Insurity teams worked closely together beyond the initial project to ensure the production environment continued to meet the carrier's changing business needs and objectives.

The insurer currently uses the Insurity Policy Decisions solution for new business, from initial rating and quoting through issue, for auto, general liability, workers' compensation and package lines of business. Insurity solutions also support the carrier's broader process for policy administration, reporting, and billing.

The carrier didn't view the Insurity Policy Decisions project as 'once and done' when the system went into production. The insurer knew that the continued maintenance of the system and close, ongoing attention to processes were required to achieve the maximum benefits over the long term. While the carrier was satisfied with the Insurity system and services, they continued to monitor the operation and seek ways to refine workflows to gain even greater efficiencies and to take full advantage of all the Insurity Policy Decisions system had to offer.

Insurity's Day in the Life

Insurity introduced the Day in the Life service in 2009 to continue the company's focus on and commitment to understanding its customers' business objectives and changing needs, and to help customers receive maximum value from Insurity products. The service is designed to provide a comprehensive review of how an Insurity client is using the 'in production' system and related services, and how effectively the system and processes are supporting the insurer's workflow and business objectives. The goal of the service is to work with the client team to identify ways they can gain greater efficiencies, further streamline processes, and leverage Insurity system features and functions most effectively.

The Day in the Life Project

The carrier's Day in the Life project required two days with Insurity subject matter experts from both the software and services teams on site at the company.

The first day of the project focused on working with the underwriters and associate underwriters with the Insurity team observing firsthand how the carrier's underwriters and associate underwriters were utilizing the system. Process steps were fully documented, 'in use' functionality was observed, workflows analyzed, and user input on what worked well and what could be improved was gathered.

Insurity specialists were able to offer suggestions for workflow enhancements and where functionality could be used differently for an easier process or better results. In a number of situations, the Insurity team identified areas where Policy Decisions functionality was available, but was not being leveraged by the carrier's users.

Day two was spent with the process and endorsement teams with Insurity going through the same step-by-step observation of the carrier's processes and functionality usage to help identify opportunities for improvement.

The effort was interactive with Insurity's subject matter experts, soliciting feedback and discussion as well as sharing best practices, highlighting functionality that was available but not currently being used, and providing trips and tricks for further automation, different uses of functionality, reduction in process steps, repurposing of past work, etc.

> *"We had as many as 18 of our staff in the room each day, and the Insurity subject matter expert was a wizard at managing such a large group, getting everyone's feedback and ideas, and sharing her in depth knowledge of the workings of the system and her arsenal of best practices derived from having worked with so many other companies and users. Through the Day in the Life process we discovered a wealth of ways to use the system differently as well as functionality that we were not familiar with – or had forgotten about as we settled into our normal work process. This was a great way to take a fresh look at our environment and processes to find ways to make even more improvements."* -- Manager, national carrier

The Day in the Life project included fully documenting the discussions throughout each day, with key findings and process changes subsequently incorporated into the carrier's training document and 'how to' manual for Policy Decisions.

A few anecdotal examples of identified and implemented improvements in the carrier's processing include:

- Now, when a correction needs to be made on an account, the carrier will 'turn off' the transaction or endorsement, essentially putting the policy on hold, until the change is made.
- A "Wild Card" search function that many users were unaware of was highlighted and is now being used.
- The carrier was made aware of additional template functions to speed up quoting and is now in the process of incorporating the new capabilities into the environment.
- Users can now change a policy from monoline to package without reentry.
- The carrier can now easily access forms codes and identify where forms are used, making it much easier to make ongoing changes to forms.
- Identified inconsistencies in how reports were being completed between systems, prompting the carrier to begin an ongoing initiative to review that forms and forms completion matched between states and between lines of business.

What's Next

This project was the carrier's first experience with Insurity's Day in the Life service. While the company acknowledges that they have nothing formal in place to measure the value from the service, it does recognize the key role the service provides in supporting the company's goal of continuous improvement. The carrier has already implemented a wide spectrum of products on the Insurity Policy Decisions platform. The plans in the near future are to continue to work closely with Insurity, taking advantage of the company's industry and technology expertise, and to make sure they are using the system's full capabilities and to their greatest advantage.

> *"After the Day in the Life experience we will definitely consider going through the exercise each year and will be sure to have the Insurity experts on site to guide us through the process. The service gave us the opportunity to take a fresh look at our operation, processes, and our use of the Insurity system, resulting in a healthy 'tune up.' Much like keeping your car running well with regular checkups and maintenance, we know that applying that same care and feeding to our processing environment will enable us to derive maximum value from our Insurity system and have the most efficient processes in place for the long term."*
> – Manager, national carrier

For more information, call 866.476.2606 or email marketing@insurity.com.

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