



Great American Insurance Group Property & Casualty Group

Accelerating response to customers by streamlining underwriting and claims handling ECM processes

Overview

The need

In a highly competitive market, Great American Insurance Group must work smarter to win and retain customers – but disparate enterprise content management solutions posed a challenge.

The solution

The group is introducing an advanced case management system that integrates content with automated processes to help underwriting and claims teams work faster and more effectively.

The benefit

Streamlined content and processes will help shorten cycle times for processing applications and quotes. This will improve responsiveness, boosting customer satisfaction and creating competitive advantage.

Insurance has shifted from a seller's to a buyer's market: with more options open to customers than ever before, they are becoming harder for insurers to satisfy and retain.

With limited opportunities to make the right impression, insurance companies cannot afford to be held back by slow responsiveness or poor service. They need to build cultures, systems and processes that can reliably deliver the top-quality treatment that customers increasingly demand.

Fine-tuning customer service

Realizing that its customers expected faster, more personalized service, Great American Insurance Group's Property & Casualty Group decided to re-shape its approach to underwriting and claims content processing – protecting its customer base by becoming more agile than its competitors.

“Without IBM and Pyramid Solutions, I don't think we could have progressed as quickly to put ourselves in such a strong position for the future,” Divisional AVP – Enterprise Content Management, Property & Casualty Group IT Division, Great American Insurance Group. “Being able to count on such valuable support from our vendors gives us great confidence that this project will be a success.”



Solution components

Software

- IBM® Case Manager
- IBM Datacap Taskmaster Capture
- IBM FileNet® Content Manager

IBM Business Partner

- Pyramid Solutions
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Derick Deleo, Divisional AVP – Enterprise Content Management & IT Services, elaborated: “The faster our teams can process quotes and claims, the faster they can respond to customers and agents. This increases their satisfaction and loyalty, and the likelihood that they will continue to do business with our group.

“The old enterprise content management [ECM] solutions that we used for underwriting and claims handling did not support the level of efficiency we desired in processing cases. We wanted to find a way to streamline processing, so we could handle a higher volume of work more effectively and serve customers better.”

Upgrading to advanced case management

Great American Insurance Group’s Property & Casualty Division decided to replace its existing ECM underwriting and claims solutions with an advanced case management solution named MyFile.Next, based on IBM® Case Manager.

“Our aim is to create a case management solution that is as user-friendly and intuitive as possible, and one that automates most of the routine tasks that users have to perform,” said Derick Deleo. “We felt that Case Manager offered the best fit for these requirements – it allowed us to unify the entire business on a single platform, which could then be dynamically customized to meet the unique needs of each unit and department.”

In the coming months, Great American Insurance Group will begin rolling out MyFile.Next to approximately 18 underwriting business units and 20 claims divisions, as well as supporting departments, such as legal, human resources and finance.

Derick Deleo commented: “Initially, we looked at the option of building a customized solution from the ground up, but we soon realized that this would take a huge amount of time and resources. In contrast, IBM Case Manager gives us a very flexible platform on which we can build a truly end-to-end case management solution incredibly quickly.

“Our plan is to have all underwriting business units on MyFile.Next over an 18 month period, then all claims divisions over an additional 18 month period. It’s an aggressive schedule, but we’re confident that we can stick to it thanks to Case Manager. Had we not chosen to go with Case Manager, I think that the work we’re planning to complete would have taken much longer.”

“Improved case management capabilities will allow our underwriters and claims adjusters to focus on delivering an exceptional customer experience.”

— Derick Deleo, Divisional AVP – Enterprise Content Management, Property & Casualty Group IT Division, Great American Insurance Group

Picking the right provider

Great American Insurance Group is working closely with IBM Business Partner Pyramid Solutions to ensure that the new case management solution is expertly designed and configured.

“We chose Pyramid Solutions because they are Case Manager experts and have deep knowledge of the best practices for developing case management solutions,” explained Derick Deleo. “We have a consultant from Pyramid Solutions working with us full-time to fine-tune the solution design, answer any questions we might have and guide us on the best way to develop it.”

Boosting insight and control

Once fully implemented, the MyFile.Next solution will allow Great American Insurance Group’s Property & Casualty Group to streamline and standardize processes across all lines of business and supporting departments.

Teams will benefit from access to an integrated view of all information related to a specific policyholder, application or claim. An embedded rules engine will help to automate routine process steps, and redundant procedures will be eliminated, reducing manual effort and improving accuracy.

Derick Deleo remarked: “Advanced case management will make day-to-day work much easier and more efficient for our teams. Rather than searching across multiple locations for relevant information, users will have instant access to all the content they need at their fingertips.

“It will also be much easier for staff to track the progress of individual cases. They will be able to see where a particular case is in the work queue, and which team member is currently assigned to that case. We expect this to greatly improve transparency, and effectiveness.”

Shaping a better customer experience

Ultimately, the agility and insight provided by MyFile.Next will help Great American Insurance Group’s Property & Casualty Group accelerate case processing, ensuring a rapid response to customer requests and higher-quality service.

Derick Deleo concluded: “Improved case management capabilities will allow our employees to move away from repetitive, manual work and focus on delivering an exceptional customer experience. Teams will be able to handle a greater volume of work more efficiently, helping them provide fast, high-quality service to customers. All of this will go a long way in helping Great American Insurance Group’s Property & Casualty Group meet needs of today’s customers, sharpening our competitive advantage and supporting continued growth.”

About Great American Insurance Group

Great American Insurance Group is engaged primarily in property and casualty insurance, focusing on specialized commercial products for businesses, and the sale of traditional fixed and fixed-indexed annuities. Headquartered in Cincinnati, Ohio, Great American Insurance Group operates from over 100 locations throughout North America and Western Europe. To find out more, visit www.GreatAmericanInsuranceGroup.com

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Software Group
Route 100
Somers, NY 10589

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