



CASE STUDY

Modernizing the Insurance Experience.

How one insurance client empowered policyholders and agents through a reimagined digital journey.

THE CLIENT

Fortune 500, Multi-Line Insurer

THE BUSINESS OBJECTIVE

Digital experience continues to be a driving force for change across the insurance industry. Our client recognized the need for robust self-service capabilities to meet customer expectations but also wanted to preserve the agent’s role as trusted advisor. They needed a digital platform capable of meeting the changing needs and increased demands of agents and policyholders while also enabling advanced sales and marketing solutions.

Policyholders – Provide anytime, anywhere service options and offer online policy viewing and changes; comprehensive access to policy documents; paperless billing with improved and expanded electronic payment options; and FNOL reporting and real-time claim status— all while keeping the agent notified of policy updates.

Agents – Empower agents to create meaningful business relationships with new and existing policyholders while giving customers increased transparency and control through a combination of in-person and online service offerings.

X by 2 was tasked with developing and executing a comprehensive digital experience transformation strategy and roadmap that would guide the client on their journey toward a digital future.

BUSINESS IMPACT

15%

increase in online accounts with projected 3% growth per month.

14%

opted into paperless billing in the first six months. Projected to double after one year.

17%

below initial budget projections for key capabilities delivered.

10,000

hours saved on a subsequent core system modernization effort.



THE WORK

X by 2 delivered a comprehensive strategy and roadmap that became the north star for our client's digital transformation journey. The strategy encompassed people, process and technology, enabling the implementation of a modern digital solution for improved and enhanced policyholder and agent experiences, services, and relationships.

Data Gathering

- Conducted in-person sessions with key stakeholders, including executive and operational leadership, core and back-office business departments, agents, customers and IT to determine the client's current state

Analysis

- Identified 87 desired capabilities and 40 self-service capabilities to implement
- Researched and assessed market best practices to validate desired capabilities and identify any barriers to success
- Presented leadership and project team with alternate ideas and solutions

Future State Vision

- Developed a capability-driven model for online services including policy information, billing and payment and document access
- Provided target architecture from business, functional and technical perspectives.
- Created roadmap for strategy execution and implementation

Implementation

- Successfully delivered robust servicing capabilities on time and under budget

THE OUTCOME

- Enhanced agent locator
- Online quoting
- Account/policy view and modifications
- Online claims submission
- Real-time claims status
- Paperless billing and online payment
- Account billing options
- Document access
- Payment capabilities for agent
- Branded agent profiles



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For 25 years, X by 2 has helped insurers turn disruption into opportunity and meet the demands of today's digital customer. Through cutting edge technology, advanced data analytics and human-centric design, we lead insurers into the future.

Ready to modernize your insurance experience?

Email contact@xby2.com or visit xby2.com