



OnBase

a Hyland Software solution

MITSUI SUMITOMO SEGUROS

Located in Sao Paulo, Brazil, Mitsui Sumitomo Seguros (MSS) is part of the Mitsui Sumitomo Insurance Group, a global property and casualty insurer with offices in 37 countries. The company employs nearly 200 in its growing office in Brazil.

THE NEED

MSS sought to be the insurance carrier of choice among Brazilian brokers and increase its market share. In order to stand out to the brokerage community, MSS had to prove its customer service was superior and operations were efficient to the country's best brokers. MSS's existing manual and paper-based processes would prevent this differentiation, so leaders sought an enterprise content management (ECM) solution to facilitate growth.

THE CRITICAL CHALLENGES

- Establish a relationship with leading brokers
- Guide and control the policy issuance process between brokers and carrier
- Guarantee quality and consistency of transactional documents
- Integrate with core policy administration system, MS10
- Complete initial implementation within three months
- Facilitate broker self-service
- Reduce time required to issue a policy

THE SOLUTION

"Brokers can choose any insurance company," says Takeshi Doi, IT director for MSS. "They look for companies with the best insurance operations that will reduce their costs. To have the most efficient operations, we had to have a good solution to control the processing of documents."

After evaluating more than five solutions, MSS selected OnBase developed by Hyland Software for three main reasons: "We needed a tool that would control the flow of transactional documents, integrate with our core system and would allow us to implement the system fast," says Doi.

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"We have improved the policy issuance process by reducing processing time and unifying our process," Doi says. "We can guarantee the quality and give the best service to our brokers."

-Takeshi Doi
IT Director

THE RESULTS

By implementing OnBase, Mitsui Sumitomo Seguros realized the following benefits:

- Reduces time to issue a policy by up to 50 percent (from 15 days to eight)
- Increases number of policies issued by 2,000 or more each month
- Provides additional customer service to attract exceptional brokers
- Improves ability to track policies
- Improves quality of policy assembly
- Increases consistency of policy issuance
- Issue 50 percent more policies without increasing staff

THE SOLUTION *(CONTINUED)*

Additionally, Doi says, working with Authorized OnBase Solution Provider VIXIA do Brasil made the insurer feel even more confident because of VIXIA's industry experience.

Since OnBase has multiple ways to interface with core systems, the integration with MSS's policy administration system, MS10, was not a problem. The tight integration allowed MSS to decrease the number of days required to issue a policy from 15 or more to eight. Because brokers rate insurance carriers by how quickly they can issue a policy, this 50 percent decrease helped prove MSS's dedication to broker service.

"The brokers love this because they have a guarantee about the service level agreement," Doi says. "We used to do this manually and it was overwhelming because we had so many e-mails to answer from brokers."

OnBase gathers all documents (potentially as many as 10) required to issue a policy. Timers provide automatic reminders to both brokers and MSS representatives about the status of the policy and actions required to ultimately issue the policy. This often saves time for the broker and facilitates self-service because the status of each policy can be tracked in real time.

In addition to decreasing time required to issue a policy, OnBase is helping MSS issue more of them. Before OnBase, MSS issued about 4,000 policies each month and within nine months of implementing OnBase, MSS expects to issue about 6,000 policies each month, Doi reports. "To issue that number of policies with the same number of people is clear proof that we have improved our efficiency."

By providing this guarantee, MSS is afforded another benefit that will allow them to compete in Brazil for the long-term: consistency. "OnBase ensures that everybody does things the same way, with the same timing in the same situations," Doi says. "This is very important to us because our basic strategy is to create quality and with quality we can foster trust with our customers. With this trust we can grow in the market and then use those resources to again improve our quality, so it comes full circle to growth in the market."

THE LIFE OF A POLICY

- Broker enters information about potential insurance customer into MSS's website, which sends information to the insurer's policy administration system, MS10
- MS10 sends a message to OnBase with information about the potential customer and OnBase automatically creates a folder for all related policy information
- OnBase creates placeholders for all required documents (e.g., copy of original proposal, copy of customer's driver's license, etc.) and automatically alerts the broker how much time they have to submit all required information
- If information is not submitted in required timeframe, OnBase automatically notifies the broker that more documents are needed before the policy can be issued
- Once all documents are available, OnBase sends notification to MS10 so policy can be issued

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