

CUSTOMER SATISFACTION BEGINS WITH EASY ACCESS TO DATA.

A centralized data repository helps a leading insurance broker deliver faster solutions to clients.



Industry Landscape

For Insurance Brokers the business edge is in the speed and accuracy with which they deliver solutions to clients. Quick access to dependable and standardized customer data, which itself is prone to frequent change, helps support the function.

Client Background

The client is a world leader providing risk management, risk consulting, insurance broking, alternative risk financing and insurance program management services to a wide range of businesses, government entities and professional service organizations in more than 100 countries.

The Opportunity

The client wanted to develop a central repository of names and addresses, verified against a standard third party database, to be used by applications across the organization. The client would benefit from an Inventory of Names and Addresses (MINA) of customers as a single repository, enabling:

- Storage of standardized and clean data
- Efficient tracking of changes to the customer's data
- Change notifications to the integrated systems and applications

Quick access to dependable and standardized customer data to be used by applications across the organization led to greater process efficiencies and improved customer satisfaction.

Solution

Wipro, as part of the business analysis & design team, played a major role in building business use cases and was involved in the J2EE design of the project. Collaborating with the client's technical team, Wipro analyzed requirements, planned strategy for integrating the repository with the current applications, and implemented the centralized customer repository at an offshore base. Wipro created a proof of concept to integrate with Trillium (data cleansing tool) and Trillium API calls to standardize and clean the data. This played a major role in the success of the project.

Wipro reused various existing components such as Struts Framework, Queryable Framework, Exception Framework and Logging Framework. This was done to reduce implementation risk and accelerate implementation. Further, Wipro was actively involved in the offshore maintenance and support of the application.

Other elements of the solution included:

- Creating web enabled services to integrate the repository with interacting applications
- Automating customer information validation by communicating

directly with the standard third party database, resulting in a dramatic reduction in time and effort

- Data cleaning tools plugged into the data entry system ensured clean and high quality information in the repository.
- A graphical front end application for end users to browse client information (with validation)
- Different tools for data cleansing in branches across the globe (based on Wipro's expertise in understanding the applications)

Business Impact

- Automated processes eliminated manual verification of customer information in various systems and synchronizing the data across the systems greatly improving process efficiencies
- Centralized customer data repository improved data quality and availability resulting in better customer service
- Integration through web enabled service enabled faster access from interacting applications

Wipro's Insurance Practice

Wipro's Insurance Practice works with 35+ global insurers including many among the Top 500 organizations. Our customers include 4 of the top 6 P&C carriers in the world, 2 of the top 5 health insurance and services providers globally, and 4 of the top Life, Annuity & Pension carriers in the world. Our offerings cover the entire spectrum of the insurance value chain - from Sales & Distribution, Policy Administration and Claims - straddling across Life and P&C markets, and delivered by over 6000+ dedicated resources. Our expertise in Business Advisory Services, our Solutions and our Centers of Excellence reflect our commitment towards building the Future of Insurance.

About Wipro

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