

BANCASSURANCE AUTOMATION

Leverage the Banks



Bancassurance – leveraging banking channels for greater customer access

Banks provide a great opportunity for insurers to access their significant customer base by leveraging trusted relationships to sell life and general insurance products.

Systems are needed to underscore deep relationships with banks, providing a platform which makes it easy for staff to provide bundled offerings and sell more insurance.

Axelerator enables you to combine insurance expertise with specialized products into an automated system to support the banking channel.

Core capabilities required

The key is to create a seamless experience so banking staff can sell insurance without special training.

Bank Integration: standalone presence or secure integration • pre-population from banking customer systems • multi-branding • SLA monitoring • real-time dashboards • reporting output to bank systems.

New Business: Life - needs analysis, quoting & automated underwriting • General - rating & underwriting • inbound & outbound telesales • call centre scripting • alternate offer • campaign support • document creation • point of sale fulfilment.

Customer Services: web self-service or tele-interview • online calculators & needs analysis • modern user interface • change covers and details • new claims.

Claims Automation: branded claims lodgement • automated assessment • medical service provider access • estimation and reserving • claims processing.

Product Management: product definition • claims rules • pricing, packaging and options • change impact analysis • one-step deployment • performance tracking.

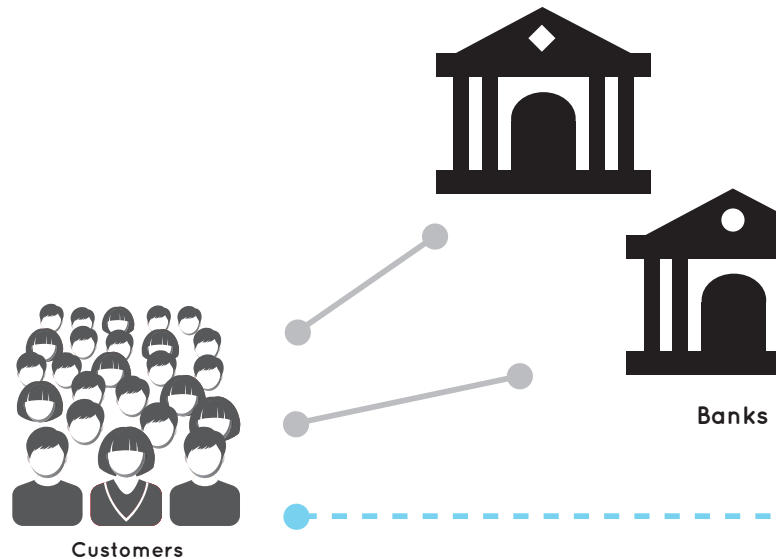
Intermediary Services: bundled products • adviser's desktop from quote to fulfilment, online or offline • new business and claims tracking.

Business imperative

To provide insurance products and services to bank's customers through their channels. Insurers need to use smart automation combined with value-add to optimize margins, while meeting bank's needs for product bundling, appropriate tools for staff, and mitigation of financial and operational risk.

Tapping the various channels of a bank requires:

- Integrating insurance processes into the bank's business model and channel infrastructure
- Addressing the distinct needs of each of the bank's channels that will be selling insurance
- Flexible products tailored to customer needs
- Sales tools that make it easy for banking staff and downstream channel partners to sell insurance
- Product innovation for more value-add to avoid commodity pricing and low margins.



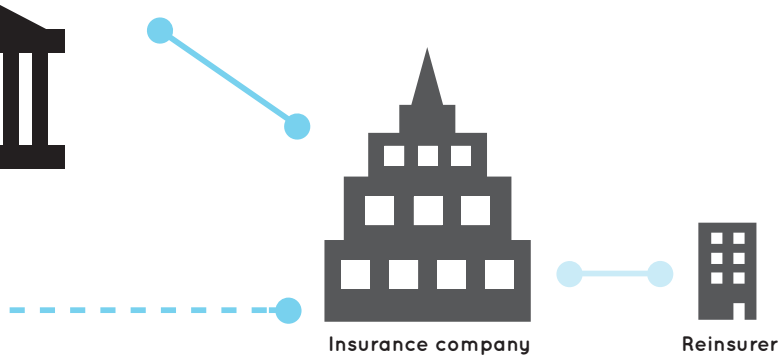
BANCASSURANCE: Partner

Essential challenge

To have the flexibility to optimize for each bank the effectiveness of banking staff in selling insurance.

Each bank will have its own particular situation and requirements, impacting access rights, infrastructure available and processes needed. For a successful Bancassurance relationship, smart automation requires:

- Access to a bank's data, infrastructure and staff
- Assisting the bank with insurance processes, including white-labelling of support services
- Defining product bundles and tailored offerings leveraging customer data
- Embedding knowledge into tools and processes so bank staff can sell insurance consistently and accurately
- Flexibility in connection approach – online web, disconnected PC client, web services or batch.



Insurance company

Reinsurer

Adaptive STP with Axelerator

Axelerator is a software platform designed specifically to handle the products, dynamics and complexities of the insurance business.

Straight-Through Processing (STP) accelerates your business by automating all steps in a process so it executes without manual intervention.

Adaptive STP provides a one-touch and personalized experience for bank staff and customers, and keeps you in front by putting you in control of change. Keep ahead of the competition with the flexibility to adapt to the unique needs of each bank, dynamically tailored products to meet customer preferences at point of sale, and easily enhance product features to raise value-add and margins.

Single platform to support the business

Match your partnership approach to the needs and access privileges for each bank, whether deeply integrated or loosely coupled, including sales tools with embedded knowledge, supporting insurance processes and tailored products using a single, versatile platform.

No Constraints: define and deploy coherent front-end processes tailored to the way you need to do business without restriction from legacy systems.

Business Driven: the business can directly configure the rules for products, pricing, processes and personalization across multiple channels.

Extensible Platform: handles multiple brands, channels and roles - products, services, languages, currencies, access methods and white-labelling.

Integration Services: secure access to data and process completion across internal administration systems and external service providers.

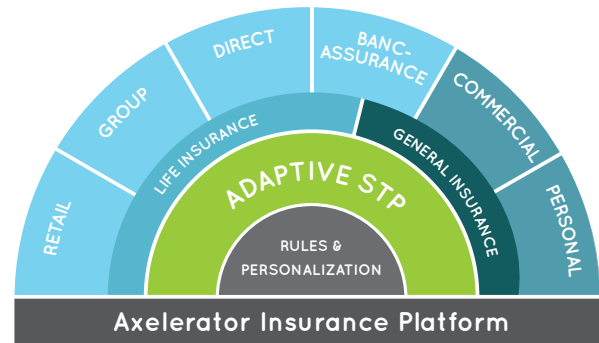
Modern Technology: Service Oriented Architecture (SOA), using the latest Java standards and enterprise open-source libraries for web and mobile applications.

using a versatile platform

Axelerator Insurance Platform

As the world's first Adaptive STP Platform for Insurance, Axelerator provides a unique advantage by enabling businesses to automate processes to create a one-touch, personalized experience for clients, while keeping pace with business change to drive market innovation.

Axelerator is a scalable, open standards software platform designed to handle the complexities of insurance processes such as quoting, underwriting and claims. It is extensible through business configuration to support multiple products and channels from a single platform without constraints from back-end legacy systems.

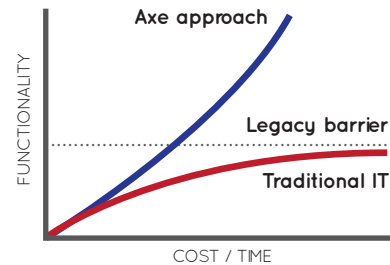


Business Velocity in Bancassurance

Leverage the banks as a profitable channel by making it easy for the banks to sell insurance products using your supporting systems. Using a versatile approach aligned to each bank, funnel products through their distribution channels by empowering banking staff with smart processes to sell insurance easily. This packaging includes:

- Sales tools with embedded knowledge
- Flexible products and processes for quick close
- Life and General Insurance bundles
- Using customer data to tailor products
- Supporting insurance services such as claims handling.

Changes can be implemented by the business directly to adapt quickly to new requirements and market opportunities.



Avoid the legacy barrier using an Adaptive STP platform. It is progressively faster and cheaper to extend Axelerator for new requirements, in contrast to traditional IT approaches.

Axe provides its Axelerator Insurance Platform together with in-depth insurance expertise to enable adaptive straight-through processing for business velocity without constraints. Our clients achieve sustainable competitive advantage through process orchestration, business insights to deliver improvements and ongoing alignment of systems with business imperatives.

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