

# DIRECT LIFE INSURANCE AUTOMATION

Speed to Market



## Direct Life Insurance - adapting quickly to the market

One of the keys to success in the growing Direct Life Insurance market is the ability for insurers to bring competitive products to market quickly.

They also need to deliver an easy to use, flexible client experience via a number of channels.

By creating responsive systems, Axelerator puts you at the forefront of the rapidly growing Direct Life Insurance market.

## Core capabilities required

Speed to market requires a platform for fast growth that is responsive to change, and accessible via the web, call centres or kiosks. Key capabilities required include:

**New Business:** needs analysis and quoting • automated underwriting • inbound & outbound telesales • call centre scripting • alternate offers • campaign support • document creation • point of sale fulfilment • dashboards.

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

**Claims Automation:** 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.

**Alliance Management:** multi-branding and white-labelling • SLA monitoring • integration to customer data • alliance dashboards.

## Business imperative

To provide optimal sales capability at customer touch points, with the ability to adapt quickly to new market opportunities and threats.

This requires:

- Flexibility to handle multiple channels and product variations to target segments
- Real-time execution and fulfilment at point of sale
- Rapid delivery of campaigns with real-time tracking and reporting
- Compelling user experience, including personalization, flexible touch points and ease of use
- Connecting to everything, including call-centres, and partner, administration and payments systems.



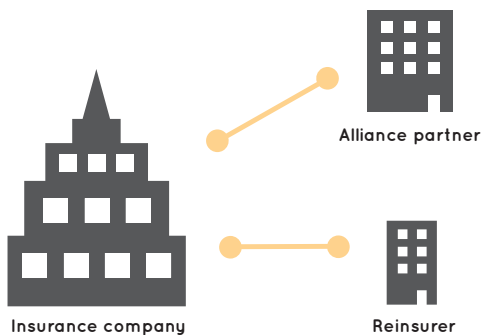
Customers

## Essential challenge

Be agile to respond quickly to the continuously changing needs of a dynamic market.

Speed of execution and the ability to make changes quickly in the business is critical. To establish a rapid response capability, many facets need to be handled:

- Multiple products, channels, brands and roles
- Coordinated and consistent customer interaction across touch points (web, kiosks, call centre)
- Full self-service web presence, supporting end to end processes for real-time customer outcomes
- Quick updates to products, processes, user interfaces and call centre scripts
- Real-time data for insights to optimize product definitions and channel mix



agile with a flexible platform

## 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 customers, and keeps you in front by putting you in control of change. Keep ahead of the competition by providing a compelling customer experience to close more business at point of sale, friendly claims service, and efficient end to end processes.

## Single platform to support the business

Go to market more effectively by automating and managing all elements from a single platform - product definition, pricing, scripting, web user interface, underwriting, fulfilment, integration to other systems, reporting – with the ability to make changes quickly.

**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.

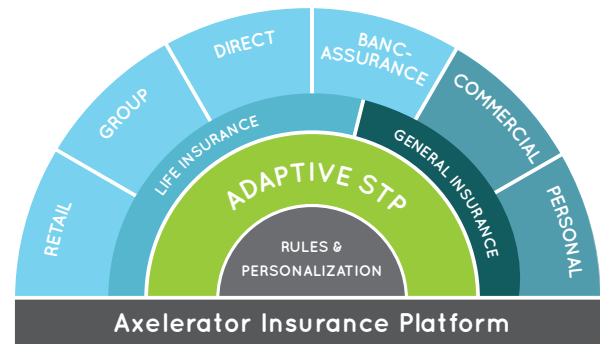
**Integration Services:** secure access to data and process completion across internal administration systems and external service providers.

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

## 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.

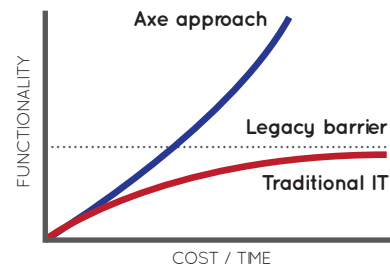


## Business Velocity in Direct Life Insurance

Adapt quickly to changing market conditions while optimizing sales impact at customer touch points. The quick sale of competitive products across multiple channels is key, with agility providing sustainable competitive advantage. Insurers need to provide:

- Multiple access points - web, telesales, kiosk
- Streamlined processes to complete business quickly
- Rapid launch of new products and channels
- Ongoing tuning of sales processes and scripts
- Dashboards for real-time monitoring

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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