
Project: *"Insurance Policy & Claims Portal"*

Stakeholders: Insurance Agents, Policyholders (Customers), Claims Adjusters, Managers / Business Owners

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Problem Statement

Insurance companies often struggle with fragmented processes:

1. Policy issuance and renewal tracking is manual, leading to errors and missed deadlines.

2. Claims processing lacks transparency, frustrating customers and delaying settlements.

3. Agents have limited visibility into customer policy history and claim status.

4. Managers lack real-time insights into sales, renewals, claims ratios, and agent performance.

Proposed Solution: Insurance CRM Portal

A Salesforce-based Insurance Portal resolves these challenges by:

1. Centralizing customer, policy, and claim records.
2. Automating reminders for renewals and claim follow-ups.
3. Providing agents with a 360° customer view (policies, claims, payments).
4. Enabling dashboards for policy sales, claims ratios, and agent productivity.

Phase 1: Problem Understanding & Industry Analysis

Requirement Gathering

1. Centralize policyholder records with policy type, coverage, premium, and status.
2. Automate renewal reminders and claim notifications.
3. Provide dashboards for active policies, claims status, renewals, and agent performance.
4. Track premium payments, overdue balances, and claim settlements.

5. Ensure scalability for multiple insurance products (Life, Health, Vehicle, Property).

Stakeholder Analysis

Primary Stakeholders (Direct Users):

1. **Insurance Agents** – Sell policies, track renewals, manage customer relationships.
2. **Policyholders (Customers)** – Buy insurance, renew policies, file claims.
3. **Claims Adjusters** – Evaluate and process insurance claims.
4. **Managers / Business Owners** – Oversee revenue, renewals, claims ratio, compliance.
5. **Finance / Billing Teams** – Manage premium collections, refunds, and claim payouts.

Business Process Mapping

1. **Customer Onboarding:** Customer record (Account/Contact) created.
2. **Policy Issuance:** Policy record linked to customer, with coverage, premium, and validity.
3. **Renewal Process:** Automated reminders sent before policy expiry → agent/customer follows up → renewal completed.
4. **Claim Process:** Policyholder files a claim → Claims Adjuster evaluates → Approval/Rejection → Payment update by Finance.
5. **Dashboards:** Show KPIs like active policies, renewal rates, claim settlement ratios, agent productivity, revenue trends.

Use Cases

A. **Lead & Customer Management**

1. Capture customer inquiries via website/social media.
2. Assign leads to agents by territory or insurance product.
3. Convert leads to Accounts, Contacts, and Policies.

B. **Policy Management**

1. Maintain records with policy type, premium, start date, end date, status.
2. Auto-update policy status (Active, Expired, Lapsed).

C. **Claim Management**

1. Policyholders file claims online.
2. Assign claim to adjuster for verification.
3. Update claim status (Pending, Approved, Rejected, Settled).

D. **Renewal Process**

1. Automated email/SMS reminders before policy expiry.
2. Renewal tasks assigned to agents.
3. Update policy records upon successful renewal.

E. **Payment Tracking**

1. Record premium payment status (Paid, Pending, Overdue).
2. Notify Finance for overdue payments.
3. Track claim settlement payments.

F. **Reporting & Dashboards**

1. Policy renewals by product type.
2. Claims settlement ratios (Approved vs Rejected).
3. Agent performance (policies sold, claims handled).
4. Revenue trends (monthly, quarterly, yearly).

AppExchange Exploration

1. **Vlocity (Salesforce Industries – Insurance Cloud):** Prebuilt templates for policy/claims management.
2. **Ebix CRM for Insurance:** Policy and claims lifecycle automation.
3. **Conga Contracts:** Automates policy issuance, renewals, and legal documentation.
4. **Nintex Drawloop DocGen:** Automates insurance policy and claim document generation.
5. **SMS Magic / 360 SMS App:** For automated claim/renewal notifications.
