

# **Policy Management System with integrated CRM tools**

**For**

**Fairfirst Insurance Ltd.**

**Diploma in Computer System Design**

**Final Project Proposal**

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## **Introduction of the Company**

Fairfirst Insurance Limited is an insurance company in Sri Lanka, which is a part of the Canadian-based Fairfax Financial Holdings. The company was formed by the amalgamation of two prominent insurance companies, *Union Assurance General* and *Asian Alliance General Insurance*, which were acquired by Fairfax in January 2015 and October 2016 respectively. As Union Assurance commenced its operations in 1988, the company has decades of experience in the Sri Lankan insurance market.

Fairfirst insurance currently offers insurance covers for motor, health, travel, property, liability, marine, and personal accidents.

The company is managed by a CEO with 9 ES-CO members, supported by a 30 member leadership team. It has 57 service centers across the country and has a workforce of 500 permanent and 700 sales staff.

## **Problem Definition**

The company mainly wants improvements on the policy management system associated with the motor underwriting section. As there are possibilities of errors in recording customer data, users feel the need of a cleaner and more up to date interface. Another major concern is that customer databases in different departments are separated, leading to database inconsistencies.

This also means the system does not offer a way to retrieve all the data for a particular customer and does not have option to segment the customer base for analysis and promotional purposes.

There is no straightforward way of reviewing claims vs. premiums of customers and offers no help to identify potential customers. As a result of these factors the company feels the need to manage customer data in a central platform.

## **Proposed Solution**

A Policy management system with CRM (Customer Relationship Management) module is to be introduced as a solution to the problems faced by the company. The proposed system makes the process from customer registration to preparation of policy and premium more convenient and uncomplicated.

It has the capability searching for customer data and providing the data to the user on a dashboard. The system will provide a solution to prevent database inconsistency as all customer data are entered through a central interface. The interface is designed to reduce errors while entering parameters. The system has functionality to search databases to view data about a particular customer. It also provides a ways of contacting the customer through the same software application. The system will aid the users to better understand their customer base and to identify potential customers.

## **Project Scope**

The application will provide an uncomplicated interface in registering a customer. Some of the parameters will be calculated by the application to reduce the number of parameters consequently reducing errors.

The application will have the capability of searching for customer data across all types of insurance policies and will have the option of combining different search filters.

Managing customer data will be done through the CRM platform and it will help reduce database redundancy. There will be an option to correct any database inconsistencies if found. All customer related will be available on a dashboard in a graphical format and the user will get to apply different views so he/she can analyze and understand how the relationship with the customer is progressing.

There will also be the feature of contacting the customer through the application via email. The process will be simplified as there will be built in templates the user can choose and start editing without writing the email from scratch. This will help to send promotional content as well as send helpful alerts to customers who might be facing a risky condition (such as flooding).

## **Hardware Requirements**

### **Application Server**

- Operating System  
Windows Server 2016 Standard
- Memory  
Minimum 4GB RAM
- Processor  
Minimum 3 core processor of 3.0 Ghz
- Graphics card  
No special requirement
- Storage requirement  
Dependent on the growth of files. 50GB will be sufficient
- Bandwidth  
Minimum 4Mbps dedicated internet connection

### **DB Server**

- Operating System  
Windows Server 2016 Standard
- Memory  
Minimum 8GB RAM
- Processor  
Minimum 4 core processor of 3.0 Ghz

- Storage requirement  
200GB
- SQL Database  
SQL server 2014 with latest SP

## **Technologies**

The software system will be developed with C Sharp (C#) language using the .NET Framework 4.6. Visual studio 2015 will be used as the IDE in the development process.

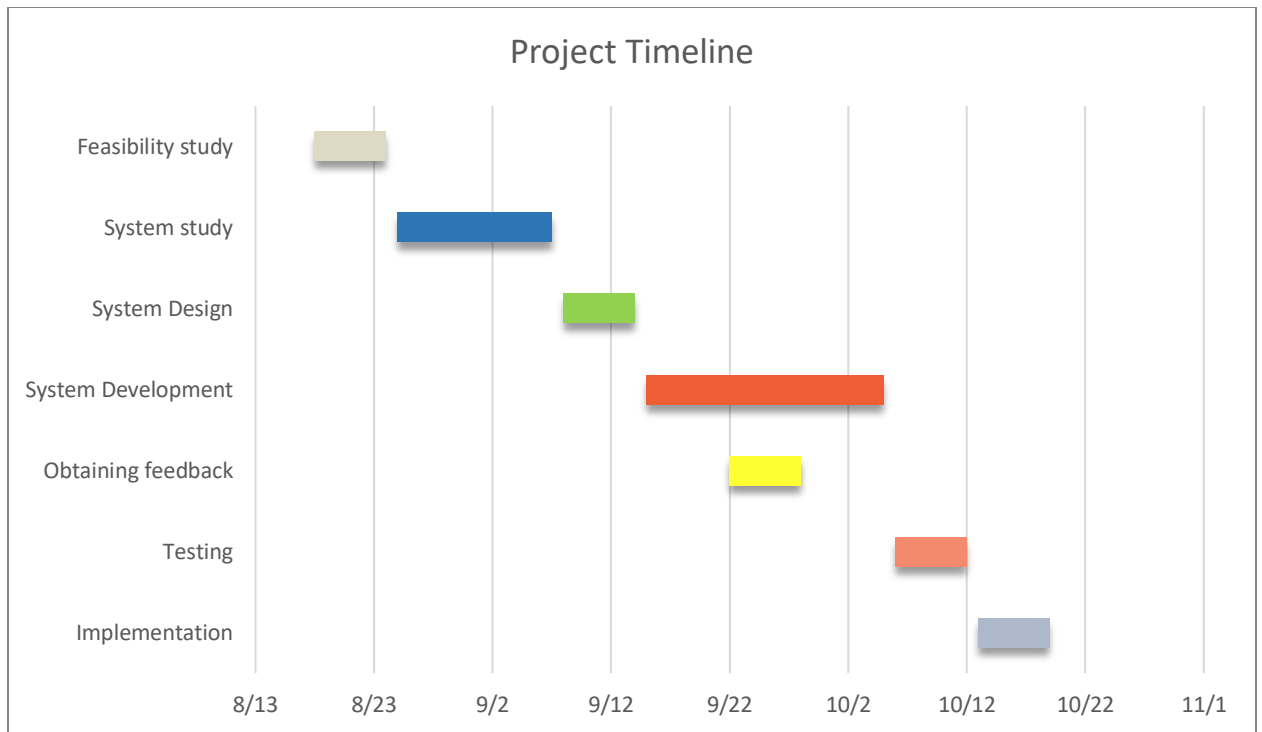
The databases will be created using Microsoft SQL Server 2012. Crystal Reports add-on for Visual Studio will be used to generate reports.



## Budget and Timeline

### Budget

Hardware cost	
• Server	Rs.250000
• Network Components	Rs.25000
Software cost	
• Microsoft SQL Server 2017 Enterprise Edition	Rs.230000
• Visio Standard 2019	Rs.50500
• Visual Studio Pro	Rs.62000
Documentation	Rs.3000
Billing	
• Electricity	RS.6000
Salary per person	Rs.60000 *4
• OT per 1hour(Weekend)- Rs.400-	
Transportation	Rs.2500
Stationary	Rs.1500
Other	Rs.1000
<b>Total</b>	<b>Rs.871,500</b>



## **Software Limitations**

Some of the relevant files to be accessed in the system are stored in an AS/400 server computer and performance of the system when accessing these files will depend on the performance of the AS/400.

## **Recommendations**

The proposed system will have a modern and clean interface that will give a pleasant experience to the user. It will also help make the creation of a policy fast and error free. Steps such as grouping related menus together, breaking down lengthy forms into sections will be taken to ensure this.

The application will also let the user view informative feedback on their last actions, a feature lacking in the current system.

The CRM module will display customer data in an organized way to help making decisions regarding the customer easier. The information will be displayed across charts and graphs which simplifies analysing and saves time. The user can easily switch between different views and view data only related to his requirement

The above mentioned CRM module will serve as a platform for all customer related input/output making customer data recording/retrieval process centrally managed. If there are database inconsistencies, the system will notify the users and provide functionality to rectify it.

## **Deliverables**

Policy Management Software System

System Requirements Specification

Documentation of collected data

Overall and detailed DFDs

UML diagrams

User guide

## **Conclusion**

The proposed application is a Policy Management system along with a CRM module for Fairfirst Insurance Ltd. The proposed system is to improve the current policy management system and provide answers to shortcomings in customer data retrieval in current system. It makes insurance policy management easier and more efficient. It provides CRM features to users to review the customer data across all. The system gives users the ability to manage customer data on a central platform and allows users to contact customers through the same platform.

## References

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