

Insurance Policy & Management System

Salesforce Project

Phase 1: Problem Understanding & Industry Analysis

1. Requirement Gathering

The Insurance Policy & Management System project aims to streamline and automate insurance operations using Salesforce. The requirements identified are:

- **Customer Requirements**
 - Purchase new insurance policies (health, vehicle, life, etc.).
 - Renew existing policies before expiry.
 - File claims and track their status.
- **Agent Requirements**
 - Manage and assign policies to customers.
 - Approve/reject customer requests for policy purchases.
 - Monitor claim submissions and forward to managers for approval.
- **Manager Requirements**
 - Review claims and policy approvals.
 - Generate sales and policy performance reports.
 - Supervise agents and overall insurance operations.
- **Admin Requirements**
 - Manage Salesforce org setup, users, roles, and permissions.
 - Ensure security, compliance, and data backup.
 - Maintain automation and integrations.

2. Stakeholder Analysis

- **Admin** – System administrator responsible for org setup, user creation, and system maintenance.

- **Agents** – Insurance representatives responsible for selling policies and assisting customers.
- **Customers** – End users who purchase insurance policies and submit claims.
- **Managers** – Supervisors who oversee policy approvals, claim settlements, and reporting.

3. Business Process Mapping

- **Policy Purchase Process**
 - Customer requests a policy → Agent verifies → Policy created in Salesforce.
- **Policy Renewal Process**
 - System sends renewal reminders → Customer renews policy → Payment updated in system.
- **Claim Process**
 - Customer submits a claim → Agent validates → Manager approves/rejects → Claim closed.

4. Industry-Specific Use Case Analysis

The insurance industry requires:

- Efficient **tracking of customer history** (policies, claims, renewals).
- Handling of **multiple policy types** (health, vehicle, life, property).
- **Approval workflows** for policies and claims.
- **Automated reminders** for policy expiry and renewals.
- **Reports & dashboards** for active policies, agent performance, claims trends.

5. AppExchange Exploration

While there are several pre-built Salesforce solutions available on AppExchange, such as:

- **Salesforce Industries (Vlocity) for Insurance** – Industry-specific templates.
- **Policy & Claim Management Apps** – Ready-made modules for insurance.

For this project, we will **build a custom solution from scratch** to showcase both **Admin & Developer** skills instead of using prebuilt apps.