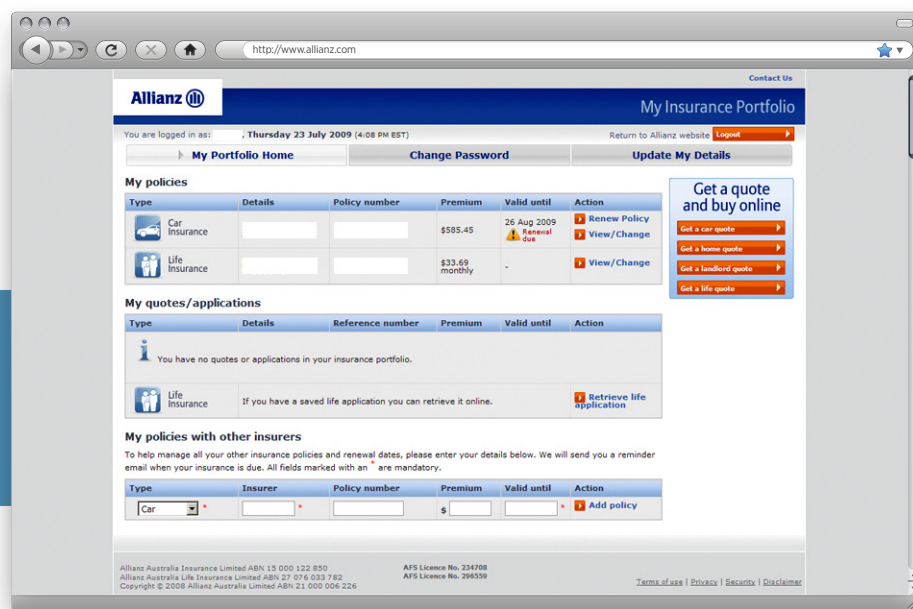


Allianz
www.allianz.com



“Today, Allianz offers a customer experience that rivals, if not leads, that of our competitors. My Insurance Portfolio is dynamic and personal, and a testimony to how technology can tangibly impact a business. Thanks to Liferay, our online presence echoes the company’s core values and emphasis on quality service, and is now an integrated part of sales and marketing strategies.”

KERRY FULLAGAR
Head of IT Strategy,
Architecture and Development

One of the largest global financial service providers and the world’s largest property and casualty insurer, the worldwide Allianz Group offers insurance, asset management and banking services to more than 75 million customers in 70 countries. The company is headquartered in Munich, Germany and employs more than 150,000 people worldwide.

The Allianz Australia Group focuses on insurance and related services. With over two million policyholders, Allianz Australia Insurance Ltd (Allianz) is the fourth-largest general insurance company in the country. Allianz is also one of Australia’s leading workers compensation insurers, providing coverage for more than half of Australia’s largest 100 companies and one in five Australian employees.

CHALLENGE

In early 2008, through a series of consumer surveys, Allianz identified that its customer online offering was lagging in overall functionality. While the company boasted a history of market leadership and strong brand recognition, it faced a new challenge of competing with younger, fast-growing insurers that were attracting and winning business with their dynamic online websites.

“As a sales tool, our online offering was not as effective as it could have been,” explained Kerry Fullagar, Head of IT Strategy, Architecture and Development. “It was very informational and did communicate the Allianz branding via text and images, but we needed to take it to the next level.”

RESOLUTION

This next step would involve a complete site makeover to more effectively incorporate online presence into sales and marketing strategies.

Notably, Allianz wanted the new site to not only provide valuable and relevant information, but also allow visitors to interact with the company and make purchases as simply and

hassle-free as possible. “We needed our offering to echo our company’s dedication to providing a superior customer experience,” said Fullagar.

During an extensive search for the right technology, a number of both proprietary and open source products were evaluated. Allianz even considered building an in-house proprietary solution from scratch, but ultimately found everything they needed in Liferay Portal, the all-in-one solution that outshone all other options in terms of feature-set, ease of customization, the ability to meet time and budget constraints, and make Allianz’s business requirements a reality.

“Liferay Portal allowed us to do everything that we needed to with ease,” said Fullagar. Integration with Allianz’s existing databases and data sources enabled visitors to search for and save quotes, create unique user accounts, and establish an online identity with Allianz that tracked all their insurance activities.

Liferay was recognized for its ability to provide enterprise-grade subscription and support services, hence ensuring a level of reliability and stability not available with non-commercial open source products.

After engaging with Liferay’s professional services team for pre-development training on the portal technology, the company launched *My Insurance Portfolio*, an entirely new customer site that now leads the market in customer service experience, providing visitors a comprehensive and interactive view of their insurance-related identity.

ENHANCED CUSTOMER EXPERIENCE & INCREASED SALES

Through *My Insurance Portfolio*, both existing and prospective customers can log into a secure online environment with centralized access to personal profiles, policy information, and purchasing options.

Allianz customers see an aggregated list of their policies and quote information (compulsory third party, life, motor, home) complete with functionality for policy renewal and bill payment. As an added bonus, *My Insurance Portfolio* also sends similar renewal and billing alerts for any non-Allianz policies an account holder adds to their portfolio, delivering a customer service experience truly devoted to user convenience. To help users quickly find relevant information in their future interactions with Allianz, the portal pulls and displays a history of all quotes and applications received and submitted.

Not only can account holders view their policy information, they can edit and update personal details for all policies from one place and correspond with Allianz’s support team with any questions they may have, directly from the portal.

BUSINESS VALUE ADDED

As subscribers to Liferay Portal Enterprise Edition (EE), the *My Insurance Portfolio* site is guaranteed to function as designed with support services from Liferay’s own internal team of engineers. As customers of Liferay Portal EE, Allianz also receives regular service packs for the software with security fixes, performance enhancements, and bug fixes to further improve the performance and reliability of their business-critical portal solution.