

The client is a Non-life Insurance Company, from Finland, serves over 360,000 private customers and 50,000 corporate clients with a gross written premium of 653 million euros. They have embarked on a comprehensive business and IT transformation program involving Salesforce as the main platform, exhaustively using their capabilities like CRM, Marketing, Salesforce Insurance (erstwhile Vlocity), channels & integration (Mulesoft). Partnering with Salesforce and Accenture, the program aims to enhance their customer experience and streamline business operations, while adding flexibility to the product configurations.

As a system integration partner, Accenture is involved in Business as well as Technology transformation streams & plays a key role in Business planning, Design, Configuration-Development-Testing, Production deployment & Support. The program focuses on private LoBs initially along with CRM Foundations, Marketing, Sales, and Service, followed by later phases targeting commercial products. Recently, we have successfully delivered Home Insurance product range into production along with full stack ecosystem foundation. The program is executed using a distributed agile model, across onshore & offshore, with the client being in the driver's seat.



## Key Attributes

653 M€ Gross

Written

Premium

**Technology** 

Salesforce.

Vlocity,

Mulesoft.

OpenText,

AWS, Java

36K Private & **50K** Corporate Customers

2+ years of collaboration with Stack **ATCI** 

Methodology

Client Led Agile

Contract Construct

Time & Material



# Challenges

#### **Customer experience and churn**

Physical sales & customer channels needing high agent commission fees and low on customer experience

Lower automation rate of claims handling process impacting operating costs for Fennia and processing lead time for customers

### **High IT costs**

Need of a new risk-based dynamic pricing model

Tedious manual workload impacting employee experience



# A Proven Solution Powered By Transformation Roadmap

Together with Salesforce, Accenture brings deep Industry knowledge, market-leading capabilities and extensive knowledge of client to meet Client's business & IT transformation objectives

Proven ROI & results on moving business to digital channels & increasing **customer** experience

Significantly increasing automation of claims handling process and enabling pricing model renewal

Reduction in IT & operating costs, sales agent fees

Improved employee experience and retention

**Reduced time to market** through easy to configure out of the box functionalities





# **Key Projects Delivered**

- 6+ year long business & IT transformation program with total 7+ waves
- Full stack ecosystem foundation with Home Insurance product range (Home, Apartment, Holiday home, Landlord's insurance, Legal & Liability insurance) is into Production pilot
- First 4 waves are planned for delivery of products serving private LOBs and last 3 waves for delivery of products serving commercial LOBs



## 360° Value

## **Future proof solution**

Salesforce is a true single platform with continuous innovation investments and automated upgrades

#### Value driven business transformation

Holistic, Value-driven approach with continuous value-tracking & coordination as end-to-end Service Integrator

### **Reduced time to market**

Configurable and easy to change with Out-of-the-box functionalities

#### **Automated, digital business** transformation

Solid track-record of insurance transformations with expertise

Finland and across the world