



Generali cut back Corporate Insurance Risk with Bizagi BPMS



Customer:

Generali CEE Holding

Industry:

Insurance

Location:

Czech Republic

Generali boosted process visibility and efficiency for Corporate Insurance Underwriting in **4 countries and 5 languages** with Bizagi BPMS.

Leading insurer streamlines the most **complex underwriting processes** for member countries, increasing performance in line with global Group policies and **industry regulation.**

Generali CEE Holding, part of Generali Group, has member companies in 10 countries located in Central and Eastern Europe with **€ 3.1 billion** gross written premiums in 2013.

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A data-centric BPMS is the foundation of good case management, and this is what Bizagi does well.”

*Martin Stepanek, Consultant,
Generali*

Objectives

- ✓ Implement structured processes for the insurance underwriting cycle
- ✓ Make the step change from paper-based to automated workflows
- ✓ Eliminate duplicate data entry, improve underwriting productivity and accuracy
- ✓ Enable better decision making through process analytics
- ✓ Enforce structured workflows for pricing & policy preparation
- ✓ Deliver best-in-class case management

Achievements

- ✓ 40% reduction in time taken to prepare quotes & offers
- ✓ Renewals preparation cut from 1 day to 1-3 hours
- ✓ 38 automated processes fully operational within 2 months
- ✓ 50% cost savings compared to other systems; set to grow to 90% through reuse
- ✓ Data centric system with out-of-the-box process metrics
- ✓ Excellence in BPM & Workflow Gold Award: System Modernization and Operational Transformation

Overview

Generali CEE Holding (“Generali”) embarked on a large-scale initiative to boost process visibility and productivity across its Corporate Risks underwriting cycle for member companies in Central and Eastern Europe. In just three months, Bizagi delivered the first process in two member companies. Since then, its scope has widened significantly, covering areas outside insurance underwriting and involving far more complex deployments in Generali’s largest member company, Ceska Pojistovna in the Czech Republic. Bizagi BPMS has transformed manual processes, reduced operational risk, increased productivity and boosted sales for four member countries with more projects in the pipeline.

Challenges

Generali creates an average 4,000 insurance offers per month which mature into 7,000 policies annually. Prior to BPMS, Generali was experiencing key challenges common to the insurance industry. For example: demand for increasing commissions led to processes becoming unwieldy and blurred; duplicate entry was a known problem; reliance on paper based processes meant significant time was spent accessing policy administration systems. These factors, set against a changing regulatory backdrop and the need to conform to global Group policies, proved the catalyst for a large-scale initiative to deliver structured processes for the underwriting process lifecycle. The solution needed to offer case management, tailor-made business features and real-time managerial reporting.

The BPM Solution

Potential solutions were assessed on their ability to provide process support, analytics and workflow. The company dismissed an out-of-the-box solution for its high integrations requirements while in-house options proved too expensive to adopt for Generali’s multi-company and multi-language needs. The search led consultant Martin Stepanek to *Bizagi.com*, where he was able not only to download Bizagi’s modeling and automation software for free, but see tangible results in just two days. Impressed, Bizagi was asked to deliver a Proof of Concept for an underwriting process, and did so in three weeks.

Bizagi BPMS met many of Generali’s needs out of the box. Graphical, real-time monitoring of process elements would deliver control and visibility, while alarms and notifications would ensure exceptions to non-compliance issues were dealt with swiftly.

Results

Bizagi delivered the first process in just 8 weeks. The results were fast and impressive: the leap from paper based to automated processes has **reduced the time taken to prepare quote/offers by 40%** while renewals now take **1-3 hours** opposed to **1+ day**.

Bizagi’s data-centric platform provides a solid basis for both experience and facts-based underwriting practices, providing easy access to previous quotes, quotation history, templates and reports. This holistic view has brought levels of consistency, productivity and teamwork not seen before. Complex offers can now be prepared in parallel, merged and split; all of which improve response times to customers. Broker portal integration completes the picture, providing 1000+ insurance brokers’ staff with the ability to instigate new business online, seamlessly linked with pipeline management and underwriting processes. All this is a huge step up from the previous MS Office/email based “case management.”

Bizagi’s layered “stack” architecture has been critical to the fast results. Loosely coupled connectors between the process layer and respective integration points enables Generali to create working processes, then rewrap them quickly to distribute or reuse across other member countries. The result is a hugely effective way to deliver multi-company, multi-language deployments that become more cost-effective with scale.

The numbers say it all: Bizagi BPMS cost 50% of competitive offerings; a **figure likely to rise to 90% as the rollout continues**.

Best Practice

- ✓ Use BPM workflows and BPMN to capture business logic, including case management
- ✓ Keep user forms manageable to avoid making complex adjustments later
- ✓ Develop dedicated forms for each financial product to increase user satisfaction
- ✓ Take the agile continuous delivery approach rather than traditional “Waterfall” methodology
- ✓ Put the integrated data model at the heart of the process