



DIRECT SELLING PLATFORM FOR COMMERCIAL LINES INSURANCE

CASE STUDY



BUSINESS REQUIREMENTS

One of the best capitalized insurance groups in the world turned to Xceedance to develop its online distribution system for commercial insurance products. The direct-to-customer platform was unique in the marketplace, as typical online offerings are predominantly lead generation systems that direct customers to agents and brokers.



PROJECT TEAM

The project required extensive expertise in both property & casualty insurance and a range of online technologies. The goal was to optimize the online customer experience and minimize the number of steps needed to purchase the insurance products. Third-party data aggregators were used to limit the amount of information required directly from customers. Xceedance set up a Testing Center of Excellence with knowledgeable policy and claims testers.



DEVELOPMENT AND DELIVERY

The Xceedance team delivered a fully functional direct platform for workers' compensation, BOP and commercial auto in just five months. Post deployment, Xceedance added new website features and enhancements in rigorous two-week increments.



TOOLS AND TECHNOLOGY

- › ASP.NET MVC Framework
- › Angular JS
- › Web Service APIs
- › Digital Marketing Campaigns (Google Adwords)
- › Analytics & Reporting (Google Analytics & Tableau)
- › Customer Experience Management (Inspectlet)
- › Machine Learning (NLP)



OVERCOMING CHALLENGES

Xceedance leveraged its expertise in rating and pricing rules optimization, customer experience management and data analytics to enhance the overall customer experience. Innovative customer service tools were built, allowing the client's help desk to guide customers through the purchase path.

VOICE OF THE CUSTOMER



"The approach of the Xceedance team to transform the overall customer experience in our project is outstanding. I'm very pleased to be associated with Xceedance and its dynamic experts. They are innovative and helped us build a responsive, end-to-end digital platform for direct sales."

> PRESIDENT, U.S. INSURER
DIRECT SALES GROUP





SCALABILITY AND EXTENSIBILITY

The website is scalable and can be enhanced to include multiple insurance products and carriers. Since all the interactions occur via web service APIs, the system can be integrated with any rating and pricing engine, underwriting management engine, claims system or third-party data aggregator.



SUCCESS FACTORS

With most of the client's team based offshore, the initial product was built with minimal up-front cost. For the majority of cases, quotes and policies were written online with no help required from the customer service team. Those policies were sold online without any help desk support to policyholders, demonstrating the superior online purchasing experience. Xceedance also used the experience of actual shoppers interacting with the online portal to implement continuous optimization, making the process more efficient and responsive based on dynamic usage experience.