Cerity.

Cerity Case Study

Fast, Digital Customer Experiences.
Made on Duck Creek.

With out-of-the-box solutions and open architecture from Duck Creek, Cerity was able to build a digital-first insurance company with a unique, customized user interface that offers industry-best speed and functionality – in near record time.

Goals

- Create differentiated user experiences while relying on off-the-shelf products

- Launch an entirely new startup insurance company as an offshoot of an incumbent from scratch in minimal time

- Industry-leading quoting and policy issuance speed

Challenges

- Aggressive schedule left little time to vet solutions

- Implementing and connecting disparate back-end systems while simultaneously building a complete business

- Creating workers' compensation products has historically been time-consuming due to complex coding projects and strict regulations

Results

- Fully functional workers' compensation business launched in 12 months thanks to Duck Creek's out-of-the-box functionality and industry content templates

- Online portal can produce tailored quotes within seconds and deliver a policy in force in five minutes or less

- Cerity delivered a unique user experience via APIs without compromising functionality

" We saw an opportunity to seize the leadership position for SME workers' compensation with a fast fully digital customer experience. Starting with no infrastructure and four staff, we launched a new digital insurance company that offers direct-to-consumer workers' compensation insurance in five minutes or less. "

TRACEY BERG | PRESIDENT | CERITY SERVICES