



GEICO Case Study

Personalized Experiences.
Made on Duck Creek.

When GEICO wanted to improve on their already excellent customer experience and high levels of customer satisfaction, they turned to Duck Creek. With Duck Creek, GEICO increased their speed to market, consolidated disparate systems, and created a streamlined experience for all users.

Results

- Umbrella line deployed in 50 states in just over 12 months, well under the typical 3+ year timeline
- More policies sold during first month in production with Duck Creek products than in the prior 12 months combined on the old system
- A headless implementation with GEICO's user experience on top of Duck Creek's products allowed GEICO to focus on creating award-winning user experiences and powerful sales channels for personal auto, motorcycle, and umbrella lines rather than server maintenance and systems upgrades



Customer satisfaction continues to be a key driver of our business and Duck Creek's industry expertise and advanced technology will help us **deliver the exceptional service** our customers expect. Every company knows that the future will continue to present more technology risks. Through this recent modernization, **we're better prepared** to take advantage of the latest innovations and digital disrupters.



STEVE SMITH | VICE PRESIDENT OF IT | GEICO

Goals

- Maintain a competitive edge and high customer satisfaction ratings
- Get new products, features, and capabilities to market with unprecedented speed
- Retain and improve upon GEICO's unique front-end user experience while upgrading back-end functionalities

Challenges

- Consolidating products onto a single platform for significant operational efficiency gains
- Desire to deliver exceptional end-to-end experiences for agents, policyholders, and comparison shoppers
- Lofty goal of delivering unrivaled speed to market in both traditional and digital channels