

SAXON MOTOR & GENERAL: POLICYHOLDER PORTAL

Saxon Motor & General implemented a policyholder portal integrated with social media and other communications channels as the final part of its digital core transformation. It has improved response time by 80% and transaction time by 50%, as well as increased customer and staff satisfaction.

Business Need

Saxon Motor & General is a personal insurer operating in a small market (Cayman Islands) and relying on a digital strategy to sell to and serve its customers. The company needed to provide online self service for policy changes and simple transactions to supplement its online quote and buy functions.

Project Team

The CFO was the project sponsor. The company has no internal IT resources, so the CFO and an internal business analyst partnered with external service companies to provide a project manager and three technical resources.

Phases and Timeline

The customer self-service portal was a four-month project, which followed a 12-month project to implement the company's cloud-based core environment, including core insurance operations, HR software, call center, etc.

Tools and Technology

The company uses the Duck Creek core insurance suite hosted in a private cloud. The customer self-service portal combines the suite's My Account portal with APIs to integrate messaging from social media, email, chat, and other platforms.

Overcoming Challenges

The company had limited resources and budget to work with. Taking an Agile approach to requirements and development was critical to ensuring alignment and effective use of resources.

Success Factors

The company attributes the success of this project to its overall focus on simplicity through technology, which supported an orientation of limiting customization and adapting to the existing workstreams of the products used.

Impact

The project reduced average first response time to customer inquiries by 80% and average transaction processing time by 50%. Customer satisfaction has improved to 94%. In addition, the system provides flexibility for staff by enabling them to work remotely, which has increased staff satisfaction.