

# FULL SERVICE INSURANCE CARRIER IMPROVES CUSTOMER EXPERIENCE WITH IVORY SERVICE ARCHITECT

A successful U.S.-based insurance carrier who provides a wide variety of insurance coverage, including life, property and automobile, credits its reputation for providing superior customer service as a large part of its success.

Together, with its affiliates, the carrier has more than one million customers across the country, over one million property and casualty policies, and more than \$27 billion worth of life insurance policies.

Every day agents are visiting clients and preparing insurance quotes on site. To ensure the highest level of customer service and satisfaction, the insurer is committed to offering its prospects and clients face-to-face experience along with fast, accurate quotes.



## CLIENT

Full Service Insurance Carrier



## INDUSTRY

Insurance



## CHALLENGE

Needed to provide a mobile solution for agents to generate accurate, real-time insurance quotes in the field



## SOLUTION

GT Software's  
Ivory<sup>®</sup> Service Architect<sup>™</sup>

## CHALLENGE

Unfortunately, due to the lack of real-time data access to the mainframe-based insurance rating system, generating accurate quotes was a struggle for the agents.

Historically, agents provided an approximate quote in the field based on data in a macro-enabled spreadsheet that was not updated in real-time. Once they returned to the office, they compiled a more accurate quote, taking into account the up-to-date rate changes and eligible customer discounts. This quote information was also hosted on the mainframe-based insurance rating system.

The inability to acquire this information in real-time while in the field caused a delay in providing prospects with a definitive, detailed estimate. Unfortunately, this could be interpreted as the representatives being inattentive or misinformed and often resulted in disappointed, frustrated customers.

To improve the productivity and enhance the agents' level of customer service, the company needed to provide real-time access to data stored on the mainframe, from any location. Generating the correct quote in the field enabled immediate approval of the final quote, thus reducing lost business due to delayed quotes.

## SOLUTION

The insurer knew that the best way to solve the problem of faulty, inaccurate quotes was through mobile access to the mainframe. By enabling the mainframe-based rating system to work with mobile devices, insurance agents would have the power to access the real-time data they needed in the field. The key to their success was GT Software's Ivory® Service Architect™ and its knack for mobile enablement.

With Ivory Service Architect, the insurer's development team easily built APIs for mainframe access from the field via laptops, mobile devices, and tablets.

With its easy to use graphical interface with drag-and-drop capabilities, it was simple for developers to quickly create APIs, greatly reducing the time and steps required in generating each quote.



“We are committed to offering top-tier customer service and have suffered in this area because we could not access our data in real-time in the field.”

*-Project Lead*

## RESULTS

With Ivory Service Architect, insurance agents can now quickly and easily create real-time, accurate insurance quotes for customers faster than ever before. Both agents and managers have seen positive results:

- Agents can access the insurance rating system anywhere with laptops, mobile devices, and tablets
- Customers can approve quotes on site immediately
- Substantial boost in productivity and customer service
- Internal employees have created applications to streamline and boost performance

By providing access to the rating system and real-time data in the field, agents have increased the level of customer service they provide. Additionally, they close more sales, at a quicker rate, as prospects now accept and approve final quotes on site. Plus, the insurer now easily builds applications that empower managers and other personnel, streamlining business processes that improve efficiency and effectiveness.



**Real-time access with laptops, mobile, and tablets**



**Improved productivity and customer service**



**Shorter sales cycle with onsite approvals**



**Streamlined internal business processes**

“The capability to create new applications to benefit our workforce has been an unexpected and welcomed benefit of GT Software’s Ivory Service Architect. Because the tool is so easy for our developers, creating new applications to help managers and agents thrive has been a great boon for our organization.”

*-Project Lead*

## ABOUT

GT Software ([www.gtsoftware.com](http://www.gtsoftware.com)) turns yesterday’s legacy systems into tomorrow’s leading edge applications. Its solutions help organizations extend the value of their IT investments through agile development and standards-based APIs, which improves workflow and enhances operational efficiency. Masters of application modernization and a global distributor of the Fujitsu NetCOBOL compiler, GT Software’s proven solutions power mainframe integration with today’s technologies. Currently, more than 2,500 organizations globally trust GT Software’s solutions to ensure they are able to drive forward innovation that improves customer experiences, increases operational efficiency, and generates revenue.



[www.gtsoftware.com](http://www.gtsoftware.com)

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