



Lightning league: **Leading insurer launches products 50% faster with less effort using ACIA**





Challenges:

- *Inability to test launch products quickly*
- *Time & resource-intensive business processes*
- *Room for better data processing & compilation*
- *The quote-and-buy process needed to be self-served & simplified*

Solution:

- *ACIA*

Results:

- *30% lesser development effort, time*
- *Product launch time reduced by 50%*
- *60% higher productivity in development compared to traditional/ angular platform*
- *Instant quote generation and better customer satisfaction*
- *Improved business agility*

About the Customer

Our client is a leading UK-based insurer offering a wide range of general insurance products to consumers via various brands. The client also offers insurance products for businesses and partners with third parties to extend its services.



The Challenge

The client faced multiple challenges in the rapid, tech-dominated insurance landscape. Despite being home to some of the best insurance brands and having the best-in-class products to offer, the client was not able to test launch products quickly due to the following challenges.

- Backlog in product launches affected the speed-to-market.
- Data compilation methods were tedious, time and resource-intensive. This was impacting the client's capability to serve customers quickly and stay on top of the game.
- Quote-and-buy process also wasn't completely self-served, again requiring more time and energy from the customer's end. Both the processes needed to be simplified to speed up services and improve customer satisfaction.



Aspire's Solution

To study the exact needs and evaluate the business pain points of the client, Aspire met with multiple stakeholders. We ran feasibility checks on several solutions put forth to resolve the shortcomings. Once a final plan was selected, our team of experts created a vision, roadmap, solution architecture, and an implementation blueprint.

Our client had to make their platform process data at lightning speed and extend multiple self-service options to customers to cut any delays and hassle. They also needed data capture and enrichment to be simplified.

Solution in detail

- The client had a low-code platform and we built ACIA (Aspire Connect Insurance Accelerator) on top of it. With less time spent on developing a new platform from scratch, efforts and resources could now be spent on better design and smoother user interface
- ACIA was used for many small & medium line projects of the client saving development effort and time. It sped up the launch of products compared to greenfield implementation
- ACIA enables fully customized quote generation and has data capture for quick processing, verification of customer information. This drastically cut down customer wait time and real-time quotes enhanced customer experience
- The data extraction feature aids in building a strong repository of customer data in a relevant format, based on which business insights can be drawn. Automated claims updates, easy-assist facilities with chatbot and voice bot enhanced customer experience manifold



Benefits

- **30%** development effort, **time saved with ACIA**
- New product launches took just half the time - was cut down from 4 to 6 months to just 2 to 3 months. Launches were **50% faster**
- Compared to traditional/ angular platform, using ACIA resulted in **60% higher productivity**
- **Improved business agility** in terms of adapting & adopting new products
- More than **3,000 policies** were created in two months since the launch of the new, **superfast ACIA-enabled portal**



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