



## CASE STUDY



- Industry Solution** Insurance  
Creation and implementation of a Risk Proposals Management Platform (GPR)
- Highlights**
- Turnover grows 22% after 1 year
  - Over 31% of all Risk Bid automatically accepted
  - Over 40% of all Risk Bid with quick decision (<24h)
  - Less than 10% of Risk Bid require medical exams
  - Integration with existing systems



## Risk Bid Management at GNB VIDA - Straight Through Processing

SAFIRA implemented in GNB VIDA a Risk Bid Management Platform, allowing the insurance company to boost its risk product sales through banking operations. All the parts involved in the risk insurance products sales have now a solution that reduces manual labor and increases service quality.

### The Challenge

GNB VIDA wanted to expand its business, in order to face the market demand and the competition pressure. However, its business processes, from risk analysis of insurance subscriptions proposals to policies creation, had become an obstacle to its growth.

The challenge presented to SAFIRA was to find a solution that would allow the full integration of all entities involved, from the commercial network to the insurance management central system and the clinical services provider, with processes digitalization and significant reduction of each proposal processing time.

The main challenges identified by SAFIRA were:

- **Web-based access** - Support and web-based access to main users
- **Reduce cycle time** - The existing manual process took an average of 3 weeks from the proposal reception to its acceptance or rejection
- **Eliminate manual processing** - In the existing process, the user had to perform several manual tasks, from analyzing the process on paper to entering the data into numerous internal applications. The new solution should provide users the full integration and digitization of the entire process

### The Solution

SAFIRA's **Risk Bid Management Platform** is a prominent solution for insurance companies seeking to boost their risk products sales through banking operations. SAFIRA's solution can integrate a single business flow and the banking operations credit system, so that the insurance companies and health services providers' business model has a secure platform with a good performance.

"SAFIRA has a key role in our path for excellence, efficiency and outstanding customer service. The Risk Bid Management solution, besides being implemented in record time, brought remarkable and completely measurable results: we grew our business by 22% and could accelerate response time to our customers with 40% of the processes already fully automated."

Pedro Temudo  
IT Director | GNB VIDA

## The Benefits

### Automated Approval Process

The definition of rules for automatic approvals / refusals allows the automation of a high percentage of the Risk Bid approval decisions

### Automatic selection of Clinical Exams

- The platform automatically selects the type of clinical exam to be undertaken by the process players
- Full integration with the health care service provider system

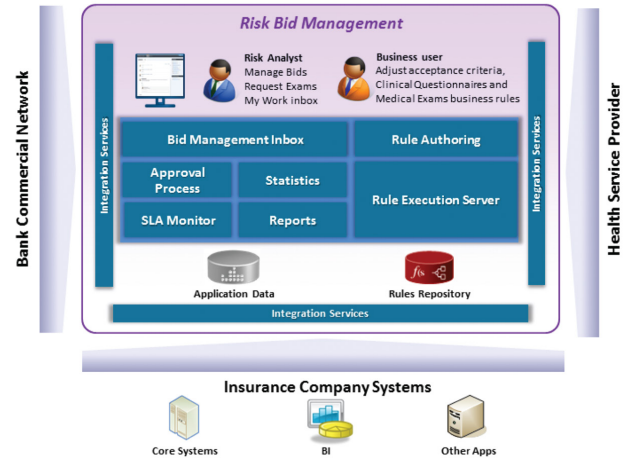
### SLA Implementation and Control

- Forces the fulfillment of the SLA agreed with the Bank and the health care services provider
- Allows key users to monitor and obtain statistical information about SLA fulfillment

### Integration and Automation

Full integration through standard protocols (SOA, HTTP, SOAP, XML) with the Line of Business applications involved

To all the parts involved in the risk insurance products sale, it is cheaper to have a solution which **reduces manual labor and increases service quality and sales.**



## The Results

In only 3 months' time SAFIRA successfully deployed the Risk Bid Management Solution. Analyzing a two year time span comparing the year before and the year after the deployment, we can see a significant impact.

	Before	After	Variation
Accepted Risk Bids	18.323	22.425	+22%
Business Volume	1.200 M€	1.500 M€	+24 %
Automatically accepted Bids	0	13.630 (31%)	N/A

Only one full year after adopting this solution, GNB VIDA **increased its business by 22%**. Also, **31% of the risk bids were automatically accepted or rejected** and customers got their answer sooner than ever. GNB VIDA estimates that SAFIRA's Risk Bid Management solution had a positive impact in excess of 300M€. This solution is still being used by GNB VIDA and it is now, more than ever, a critical asset to the way the company conducts its business. Leveraging historical information, GNB VIDA was able to progressively fine tune the business rules and increase the % of fully automated processes. Last year almost **40% of the risk bids evaluation process was fully automated** with zero human intervention.

### GNB VIDA

GNB Vida offers several types of insurance products to its customers. As an universal financial group, it serves all customer segments (private, corporate and institutional).

More info at [www.novobanco.pt/gnbsegurosvida](http://www.novobanco.pt/gnbsegurosvida)

### SAFIRA

Founded in 1997 and integrated with KPMG in 2014, SAFIRA is an IT Professional Services firm known for transforming the way organizations do business with Smarter Process.

More info at [www.safira.pt](http://www.safira.pt)

## Contacts

### HEADQUARTERS

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