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ASSURITY

iPipeline and Assurity - A Comprehensive Look at Our Partnership

THE ASSURITY LIFE STORY

Assurity Life Insurance Company's origins are rooted in a century-long legacy of providing long-term security to policyholders, earning generations of customers' confidence and trust.

Focused on serving the needs of Middle America, Assurity specializes in providing innovative protection-based financial solutions for every stage of life. Assurity products can be tailored according to specific individual, family or business situations. Assurity understands that consumers have unique protection needs and individual preferences for how they purchase their insurance protection. Assurity products and services are available through a nationwide network of brokers who serve individual clients one on one; to employees through their place of work; and by direct mail.

Assurity focuses on creating superior value for its customers by cultivating lasting relationships, reinforcing our financial strength and fostering innovation in our products and services.



With the rollout of the solution, application submissions increased 100% within the first 3 months of the deployment.

FEATURED PRODUCT - iGO® e-APP

iGO e-App is an intelligent, rules-based form used by financial professionals for insurance application processing. iGO e-App eliminates NiGOs (Not in Good Order Submissions), simplifies application processing, reduces cycle time, increases placement ratios, and delivers ACORD-compliant, 100% iGO (in Good Order) submissions.

iGO e-App runs on iPipeline's integrated Velocity Platform. iPipeline's simple and intuitive on-demand Velocity Platform integrates directly with 1,200 Web sites. The platform provides over 400,000 financial professionals within the largest insurance distributors, banks, broker-dealers, and wirehouses with the ability to automate the marketing, selling and processing of insurance.

The Velocity Platform eases the implementation of ACORD standards while enabling insurance companies to automate sales distribution, eliminate point-of-sale mistakes in the application process, reduce the cost of sales, and streamline the issuance of insurance policies to drive placement ratio lift.

CHALLENGE

Assurity was faced with the need to integrate a next generation solution that would enable their distribution channel to improve efficiencies across the value chain. The solution would need to accelerate the processing of applications, get agents paid faster, and effectively integrate with their call centers. In addition to these challenges, Assurity's younger agents with a preference for technology and innovation were strongly advocating this migration. The initial focus of the migration would be on better supporting simplified products that can be approved quickly including: Simplified Critical Illness, Simplified Whole Life, and Simplified Disability Income.

As part of the process, there was a desire to eliminate paper applications through in good order submissions and introduce e-Signature and e-Submission as part of the process. Since paper applications required routing to a different department, elimination of this portion of the process would by-pass a major bottleneck in the application approval process.



APPROACH

iPipeline and Assurity teamed to implement iPipeline's Velocity Platform and the iGO e-App product to support this process. This product allowed them to build rules-based electronic forms for data capture to eliminate NIGOs (Not in Good Order applications), eliminate paper, and support electronic signatures and submissions. The solution also enabled them to distribute and manage applications securely over the Web to support their distribution network.

iGO e-App generates an ACORD XML new business application (ACORD Life XML 103 transaction). This output allowed Assurity to build a standard, automated process for consuming the application data internally for processing. The PDFs and signatures are embedded in the ACORD XML itself and then passed to the new business policy administration system automatically, completely eliminating paper from the process.

RESULTS

Assurity's agents within the distribution channel have embraced the new iGO e-App solution and have provided extremely positive feedback regarding its ease of use. With the rollout of the solution, application submissions increased 100% within the first 3 months of the deployment.

New efficiencies were also achieved as a result of the iGO e-App deployment. As a result, the Assurity department previously responsible for managing the paper applications, reviewing them for completeness and accuracy, and inputting data manually into the new business system, was no longer needed. These resources were redirected to other areas within the business.

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FUTURE

With the successful rollout of insurance products on the iPipeline Velocity Platform, Assurity is planning to do all of their applications with iGO e-App. In addition, Assurity plans to integrate the ability to order paramed exams from the platform and use iPipeline's imaging solution to better manage the PDFs that are generated as part of the insurance process.

INDUSTRY RECOGNITION

As a result of the Assurity iGO e-App deployment, its exemplary results, and its adherence with ACORD XML Implementation Standards, iPipeline received one of the insurance industry's most prestigious awards—the 2009 ACORD Award for Infrastructure Platform.