

Strong Collaboration Results in a Smooth Migration to a New Platform

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About the **COMPANY**



elipsLife, a wholly owned subsidiary of Swiss Re insurance company for institutional clients (business-to-business). Offering life insurance products that cover the financial consequences of illness and accidents. At the forefront of the activities are occupational and private pension provision for death and disability risks. Clients include brokers who market to pension funds, collective foundations, companies and associations. The company's main quarter is in Vaduz (Liechtenstein), with branches in Switzerland, the Netherlands, Ireland, Germany and Italy.

Alain Buchmeier is Project Owner of Customer Facing and Corporate Solutions for elipsLife.

The CHALLENGE



Over the last several years, elipsLife has experienced massive growth, growing to more than a billion dollars in premiums. Its legacy platform's ability to scale to meet this exponential growth became an issue. Additionally, ensuring compliance standards to meet all the different regions the company supported was also a challenge. It was clear that a new output system was needed to fit their growing business. Quadient Inspire was selected for its ability, making it easy for non-technical staff to make the changes documents required and deliver personalized omni-channel communications to customers. While migrating to a new system is never an easy task, it

is often more complex for insurance companies that support customers with a high volume of documents and an expanded variety of communications. It was determined that a partner was needed with proven expertise in migrating from a legacy platform to modern one and with the customer communications management (CCM) expertise needed to help them continue to do their day-to-day work efficiently. After meeting and speaking with Gautam Kanwar, President of BelWo, a leading CCM implementation and service firm, the elipsLife team learned that BelWo has worked for years with their chosen software as a delivery partner of Quadient.

The SOLUTION



"Migrating to a new platform isn't easy, but it's something we needed to do," said Buchmeier. "So as not to disrupt our daily business, we needed to have the migration accomplished in the fastest and best calibrated way. We started our collaboration with document that were 70 pages with hundreds of rules in just one document. It was a tough pilot, but it was successful. From that initial experience, we were confident BelWo would approach our migration in the same straightforward way to ensure a successful outcome."

BelWo follows a solid migration methodology for bringing all of the pieces together, taking the frustration out of the process. The elipsLife migration started with the implementation of a one-to-one approach with the company's individual correspondence, such as letters to claimants and doctors, adjusting the content of the template. BelWo advised it was the perfect opportunity to determine how to update processes, add new functionality, clean up inventory and streamline the workflow. This included assessing how to rationalize common data formats, reuse common modules, consolidate similar forms and identify redundant templates. At first, the team worked to reuse or combine content into one template when possible. But while they often have quite similar text blocks, everything is not exact



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because some information is country specific.

During the recommendations for new architecture, BelWo and the team discussed whether to make the templates country specific or all Europe-specific. BelWo recommended content be country-specific due to the varying regulations in each country. Doing so would help to make changes faster, make testing much easier and, in the end,

reduce risk.

"This was one of the decisions we made at the start of implementation, and I think that was the right way to go. Now, when we receive requests for changes, they are just template specific. It's much easier to make the changes, and also to test if the document is ready for live production," said Buchmeier.

The RESULTS



Being able to collaborate with a partner was important to the elipsLife team to ensure the migration process was as fast and smooth as possible. "The collaboration between our team and BelWo was very smooth, helping us to get through any annoying migration topics as fast as possible," said Buchmeier.

BelWo routinely works on very complicated documents. Successfully implementing complex documents was the first test in the relationship and cemented the decision to work with BelWo on future projects. Now BelWo is seen as an extension of the elipsLife team, participating in daily meetings as part of the delivery process to create and deliver more personalized, compliant customer

communications quickly and across all channels.

"There are three things that BelWo has helped to contribute to impact our business in a positive way," said Buchmeier. "We are getting the most out of our technology investment, which was the main goal. The second is access to scalability. When we needed additional resources, BelWo helped us to fulfill our goal with the migration of the individual correspondence. And the third really comes back to the value of collaboration again, when we started to see us as one team and work as one team. I think that's one of the success factors, to really work close together with your vendor for the benefit of your customers."



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