AURA portal

RSA

SURA Seguros Chile S.A.

Award
WINNER

Case Study

1. ABOUT SURA

Company

SURA seguros Chile

Address

[illegible]

Web

http://www.sura.cl

Extract

SURA Insurance Chile, established in April 1905, is the successor of the Republic Insurance Company Ltd. In November 2005 after a series of mergers and acquisitions, SURA became the market leader of General Insurance in Chile.

With a heritage stretching back over 300 years and almost 20 million clients in more than 140 countries, SURA is one of the leading multinational quoted insurance groups. Concentrating on general insurance, it has around 23,000 employees and in 2012 its net written premiums were valued at £8.4bn.

Products and Services

General Insurance.

2. INTRODUCTION

In 2012 SURA Chile purchased the AuraPortal product in order to automate the company's strategic processes and therefore implement a process management culture that enables Management to check the status of each process and, based on the established indicators, be able to make the relevant decisions in order to achieve the optimum development of the company.

"The new features have reduced implementation and process modification times, which has demonstrated AuraPortal's great operational capacity."

Juan Pablo Medel Castillo
SURA Chile Ops&IT Vice-President

In order to offer its customers the best service possible and to comply with the innovation policy, SURA Chile decided to start a BPM (Business Process Management) implementation project to automate their business processes. In the beginning, SURA wanted to automate its Business Request process and the creation of Insurance Policy quotes process. These steps (Request and Quotation) were carried out manually using Excel, which in turn caused errors, delays and did not allow any activity monitoring.

4. THE SOLUTION

After meticulously analyzing various Business Process software applications recommended by top analyst firms such as Gartner, Forrester and OVUM, SURA Seguros decided to implement the AuraPortal Business Process Management Suite.

SURA has a portfolio of important projects that are being implemented with AuraPortal. This implementation starts with the "Insurance Policy Quote" process that requires a high degree of automation, document management and integration with other applications. For example, 10 points of integration with IBM's AS400 Oracle database.

AuraPortal manages the whole Insurance Policy Quotation Process, from the Quotation Request to the distribution of the corresponding policy. The system treats each quoted result individually and when all the quotes have been found, it links the final result to the customer according to the company-defined parameters.

The process requires a high degree of automation in order to control the various authorization levels (from department level to management level) and to manage the automatic distribution of tasks and emails (without human intervention) to the relevant users. It must also keep a history of the requests and quotations that have been executed whilst indicating any change in its status and the date in which it occurs.

Process control points make it is possible to view the status of each Request and Quotation as well as obtain reports and graphs to analyze situations, times, delays and act upon this through personalized reports as ordered by the business.

Comments made by various users in each Process phase are registered in a Log (register) indicating who wrote the comment, in what phase and the date and time it was carried out.

"BPM is an essential tool for focusing sales efforts on the company's medium-sized accounts."

Germán Riveros
Commercial Vice-President of SURA Chile

Six months after implementing the Request and Quotation Process in AuraPortal, the stated objective of making optimization possible through process automation has been met, with the highest quality and in the shortest possible time, always fulfilling the Customer's business requirements.

By implementing the BPM tool in the Request and Quotations process, it has been possible to monitor the reasons for obtaining or losing any business by focusing all efforts on the improvement of the "Hit Ratio" and thus closing as many business deals as possible.

AuraPortal's BPM now makes it possible for SURA Seguros to implement new processes such as Vehicle Inspections, with the view to increasing process management and automation within the company.

"The recent review of AuraPortal that I received from the Chilean team confirmed that they have a fully functioning BPM solution in an easily maintained platform."

Paul Irish
Director of Operational Excellency in Emerging Markets SURA Group
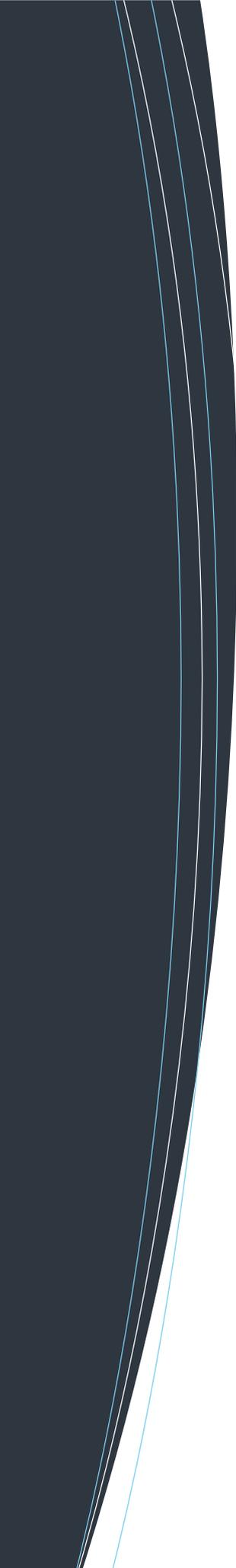
BUSINESS PROCESS
MANAGEMENT SOFTWARE
(BPM)

AuraPortal is an international
software provider, recognized by
leading analyst firms, including
Gartner and OVUM, for its
extreme ease of use, fast
implementations, seamless
integration with other systems,
scalability and many other
features.

Getting started with the AuraPortal
solution is easy. Simply tell us
about the challenges facing your
company and we will guide you
through a successful BPM
implementation with a high ROI
which will turn your project into
the next success story.