

NSM INSURANCE: CLOUD-BASED DIRECT SALES PLATFORM

NSM Insurance launched a cloud-based, mobile direct sales and servicing platform for pet insurance within six months. The platform has supported more than 100% growth quarter over quarter and enabled a short cycle time for product modifications and the ability to process a claim in less than a day.

Business Need

NSM Insurance, an MGA and program administrator, launched a digital platform to enter the pet insurance market, the first exclusive direct-to-consumer line for the company. The goals were to provide a complete, end-to-end automated process and enable distribution via multiple digital channels including aggregators, online partners, associations, etc.

Project Team

The CEO sponsored the effort, in partnership with the CIO and the pet insurance SME. The team included three business users, five IT team members, and 15 external resources from the platform provider. The project also drew on additional SMEs from accounting, marketing, underwriting, and other departments and partners as needed.

Phases and Timeline

The project started with two weeks of requirements to establish Day 1 and Day 2 goals, which were translated into two-week sprints over a four-month period. The project team engaged with business users in each sprint rather than relegating UAT to its own phase. Final testing was performed in a month. Day 1 go-live included 12 states, reaching 47 states over the following six months.

Tools and Technology

The company used ValueMomentum's BizDynamics digital engagement platform and iFoundry rating engine on the Azure cloud. These were integrated with secure payment processing provider Card Connect via Web services and Epic-Premier's ConceptOne insurance suite for general ledger processing via journal entries.

Overcoming Challenges

The project was the company's first exclusive consumer-facing business model and first end-to-end process that did not rely on an external TPA for issuance and claims handling. The project sponsors engaged in active education and change management in the organization.

Success Factors

The company attributes the success of this project to maintaining the focus on customer experience in this specialty product area, especially the digital experience, as well as the close collaboration between multiple teams and the usage of short sprints to ensure alignment to business goals.

Impact

The project achieved its launch and growth goals, with a 157% increase in quotes and 112% increase in premiums quarter over quarter since launch. The company has also maintained a product update cycle time of weeks rather than months and is able to process a claim in less than a day, including the time from receiving the claim, requesting medical records, to claim payment or denial.