

# CSAA Insurance Group Replaces Legacy Core Systems to Support Revenue Growth, Improved Customer Service, and Speed to Market

## Business Case

CSAA, the second largest AAA insurer with \$3.2 billion in direct written premiums, was looking to become a more agile insurer with increased speed, insight, and engagement in its personal lines markets. But it was constrained by legacy technology. CSAA's multiple policy administration and billing systems—gained through acquisitions and expanded partnerships among AAA's regional partner clubs—were difficult to upgrade and limited their business flexibility and growth, while driving up operational costs. By implementing a new, single policy administration and billing platform from EIS Group, CSAA supported revenue growth and achieved product agility, cost reduction, and faster, more effective multi-channel support for customer self-service, agency, and direct service that improved customer acquisition and loyalty.

The project involves replacement of 6 Policy Administration systems and 3 Billing systems with a single PAS and Billing system from EIS Group. Key capabilities include rating, underwriting, policy administration, and product development. Additional capabilities include customer management, document generation, content management, and analytics and business reporting.

## EIS system profile:



PolicyCore®



BillingCore®

**1.4m**

auto policies supported

**5k+**

users spanning 23 states + DC

**50+**

internal and external systems integrations

## Lines of business:



Auto



Property



Umbrella

**\$26m**

Cost savings from retirement of two legacy auto systems

**\$600m**

increase in DPW since new PAS roll-out



Awarded for transitioning to a new policy administration system with effective change management



New products created in **1/2 the time**



Underwriting expense ratio drop: **100 basis pts** (or 1%)



Improved first call resolution



Increased policy holder retention



Net Promoter Score **+16pts**