

# Industrial Alliance Expands Business with New Digital Platform and Improves Service and Efficiency

## Business Case

To differentiate itself in a crowded Canadian marketplace, Quebec-based Industrial Alliance Auto and Home needed to make its processes simpler and more customer-focused. It executed a core systems transformation without business disruption by implementing EIS Core Insurance Suite™ as a new digital platform that has improved customer experience, increased product agility, and fueled growth through partner expansion.

EIS Suite® provides policy administration, rating, underwriting, billing and claims management, self-service portals and mobile apps, distribution management, customer relationship and communications management, reporting and analytics, as well as document generation and management. The new platform also enables unified online, mobile, and call center operations.

0%

interruption to business operations

## Project profile:



15 personal lines products



1.8M

+

300k

customer records

policy headers

“semi-big bang” migration

rollout =  24 months

## Initial project scope:

Full core suite, including:



Policy Admin



Claims



Billing



Customer Engagement

## Partner expansion:



only 6 weeks

to stand-up platform and products for new Prysm subsidiary



1.3 million members

Prysm products white-labeled as first Quebec-CAA auto & home offering; quick quote capability introduced to auto dealers



## Product Agility

75% less time to refactor products



## Operational Efficiency

staff and agent productivity UP. 50% less agent training time



## Customer Service

multi-channel support and workflow tools deliver more efficient interactions