

FastConnect – Deloitte Digital’s Insurance Accelerator

Engaging customers on their terms: A new paradigm for the insurance industry

The Insurance industry today is facing significant challenges and changes to the market. The shift in consumer behavior is placing new demands on providers. Customers are expecting their relationship with their insurer to be personal, two-way and accessible. The explosion of digital platforms is forcing an intelligence-driven business and tailored customer experiences in real time.

To address these current industry challenges, Deloitte has developed **FastConnect**. **FastConnect** is a pre-configured solution built on the salesforce.com platform that incorporates leading practices established from years of experience working with the insurance industry. The accelerator has been developed to provide frontline sales and service staff with the tools they need to deliver an exceptional customer experience throughout the customer lifecycle. Its built in self-service modules provide customers with the tools and resources they need to quickly resolve non-technical enquires. It integrates interaction channels, such as mobile applications, customer portals, broker / partner portals and will support your employees in order to make them able to serve your customers in a personalized and efficient way.

By using mobile, cloud, social, and analytics capabilities, today’s insurance leaders can improve revenues and customer satisfaction as well as underwriting performance, operational efficiency and indemnity spend.

Faster time-to-value with *FastConnect*, a pre-configured solution built by Deloitte on salesforce.com technology

	What it means	Capabilities required
 Our relationship should be	Personal • Rewarding • Two-way Desirable • Constructive • Trusting	Channel Integration, Digital & Mobile Customer Experience Customer Analytics Decisioning & Next Best Action Operational CRM Social Media
 Your products should be	Comprehensive • Competitive • Relevant Easy to purchase • Sound • Flexible	
 Your services should be	Accessible • Personalised • Efficient Social • Empowering • Accountable	

Driving value through industry experience

For years, Deloitte Digital has been at the forefront of customer-focused digital transformation programmes within the insurance industry. Over this time we have built up a wealth of knowledge and insight that has been leveraged in the development of *FastConnect*. Working with industry leading insurance institutions has given us an understanding of what capabilities are required to deliver exceptional customer experiences. Our accelerator makes the most of these capabilities to deliver real value to both the customer and the business.

The Deloitte and salesforce.com advantage

Deloitte Digital's salesforce.com practice has access to an unmatched range of services for consulting, financial advisory, digital and risk management on a global basis. Combining our industry knowledge and our experience in delivering complex salesforce.com implementations, Deloitte Digital is well placed to help you quickly see a return on your investment. Our implementation approach (built on agile principles) enables our clients to realise benefits quickly by focusing on rapid development of high-value capabilities. We understand that a successful implementation is more than just delivering the technology, this is why we also work with our clients to embed the right service philosophies and deliver tailored training programmes to enable employees.

Delivering a tailored product

Whilst the industry faces similar challenges, we know our clients have individual needs and priorities. *FastConnect* is a flexible and adaptable product that can easily be configured to ensure a tailored fit. Our consultants will work with you to identify which capabilities are required and priorities delivery accordingly. Using our insurance specific capability frameworks we can accelerate this process and help you move quickly into implementation



FastConnect industry dimensions

Distribution – Enables end-to-end sales processes, including lead, opportunity and contract management and supports the daily tasks of your sales employees with client dashboards and route planners.

Customers & Assets – Customer self-service portals and mobile apps enable your customers to choose how they want to interact with you.

Employees & Partners – Supporting and encouraging collaboration with internal employees and external partners can help drive sales revenues. Employees and Partners can work together to identify and close new business opportunities much more effectively.

Marketing & Product – Includes features to manage your marketing and promotion activities, such as management of campaigns and events, monitoring of the social media and management of loyalty programs.

Underwriting & Contract – Improve the management and efficiency of underwriting cases by using a rule-based approach to work allocation

Claims Servicing – Enables you to manage your claims, including mobile applications for your service employees and the management of your service partners with ratings and geo-localization solutions.

Customer Service – *FastConnect* gives you the capabilities to provide a seamless omni-channel customer experience. The application can integrate to the systems that underpin your channel experiences. Customers can raise an issue on the web, via an app or over a voice channel and switch between them as necessary.

Mobile – Captures setup from backend to mobile app and enables customer, service and sales mobile applications:

- Application for sales and service employees, including the capturing of images of damages, daily routes planning, interactive product libraries and following-up on new opportunities from virtually anywhere
- Increasing customer experience with mobile apps, such as on the spot car accident apps, including claim declaration, capture of pictures and call for assistance

Accelerating processes to improve operational efficiency

FastConnect is designed to integrate workflows for gathering customer data, creating quotes and getting underwriting approval. Whether customers initiate a request for quote online or call in to a contact center, the customer data gathered during this phase is used to automatically populate the appropriate fields within the quote and underwriting approval processes. Information is maintained electronically and new business opportunities are automatically routed to the right people throughout the organisation to avoid delays. This can lead to operational efficiencies in the areas of new business development, application submission, underwriting, and issuing of new policies.

The advantages of a mobile solution can increase customer loyalty and boost your brand by utilising the social web

Social business is a mindset that goes beyond just using the tools and technology. Deloitte Digital understands the importance of social business and we have incorporated multiple innovative ideas into our solution. That means that customers can receive information directly on their mobile apps, interact with you and follow-up on their requests about pending purchases from their smart phones whilst on the go.

FastConnect advantages

- Accelerated solution deployment so you can start seeing the benefits promptly.
- Operational efficiency that are built into the pre-configured workflows.
- Access to role-based functionality for functions such as underwriting, policy administration, sales, marketing, and more.
- Avoiding additional software license fees since the pre-configured solution is part of Deloitte Digital's consulting services.
- Increased customer loyalty through social engagement.
- More proactive sales opportunities and brand management through social listening.

In a nutshell, these were the key features of FastConnect

- Geo Planning Tool
- Next Best Actions
- Quote Generators
- Sales Dashboards
- CTI
- Customer and Employee Apps
- Customer & Partner Portals
- 360° account view
- Marketing Campaigns
- And many more capabilities to discover with and for you
- Loyalty Programs
- Risk & Compliance
- Claims Tracking
- Target Settings

And many more capabilities to discover with and for you.

Learn more

Contact Deloitte to schedule a live demonstration or an assessment of your requirements and how they fit with Deloitte's customized insurance industry solution or learn more at www.deloitte.com/salesforce/.

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