Redesigned application also saves time and money.

INSURANCE PROVIDER SIMPLIFIES NEW BUSINESS APPLICATIONS AND INCREASES AGENT SATISFACTION

Situation

A large global insurance company had taken significant steps to resolve challenges with its business applications. They conducted a formal redesign process that resulted in the consolidation of multiple forms to a single application with a streamlined process for agents selling all life products for five entities. However, the overwhelming feedback was that the form was too long and complex, required too many signatures, and had too many redundant questions. The result was often missed questions and signatures, and dissatisfied agents.

Solution

Venture Solutions gathered detailed and intensive feedback from all users of the application, both internal and external. Venture Solutions worked closely with the insurance company's underwriting and compliance experts to eliminate unnecessary questions, retain mandatory questions, and rewrite questions in clear language. Prior to design, Venture Solutions rearranged the hierarchy of sections and questions using best practices in information design. Questions were grouped in modules that were logical for the person completing the form. Pages that required signatures were grouped together. Pages meant to be left with the client and supplemental underwriting forms were put into a separate package. These steps simplified and streamlined the application process.

Benefits

- 99% of redundant questions were eliminated

- Number of signatures required was reduced by 5

- Among top producers, the client saw a 3-fold increase in satisfaction

- Overall, 60% of agents were satisfied with the redesigned application, more than twice as high as the prior design

- Printing costs for the application were reduced by about 30%, based on Venture Solutions recommendations to eliminate unnecessary features of the legacy processes

- Agents reported a reduction in the amount of time to complete an application

- Productivity and successful application processing increased