

RGI & GROUPAMA ASSICURAZIONI

The customer at the heart of the new insurance era

A Life solution built around the customer: this was the aim of the collaboration between RGI and Groupama Assicurazioni, who developed a saving product together, based on the concept of modularity to meet the new customer needs.

The partnership between these two realities rise a solution that gives a wide range of choices on investment management and allows to verify and modify the saving status and portfolio

performance independently. This allows the insurer to simplify and streamline after-sales operations, improving customer satisfaction.

Challenges

The Italian insurance market is facing an evolution towards innovative and customer-centric business models, where no longer it is the customer who adapts to the existing insurance offer but are the solutions that are built in real time, based on the needs of the individual.

New Life solutions must be profitable even in variable economic environments and be able to allow the customer to have constant visibility of their savings, with the opportunity to directly intervene and manage their investments based on their own concerns and convictions.

Investments modularity and the flexibility to mix and match different premium management methods autonomously, are the key features of these new savings products.

Groupama Assicurazioni needs



Life products creation and offering innovation



Opportunity to create dynamic products tailored to customer needs



Easy sales and after-sales activities management



Opportunity to scale up to other Lines of Business



Management homogeneity across multiple distribution channels

Why RGI?

RGI guarantees strong innovation capability, established reliability and proven expertise in the insurance sector.

These features, recognised and appreciated by Groupama Assicurazioni over the years, form the basis of the long-standing relationship between the Insurer and the software vendor. The new platform allows Groupama Assicurazioni to manage the entire Life business, including a

new modular product that gives the customer the possibility to define the type and the payments recurrence and to choose between free and delegated management formula, through a platform dedicated to investments.

Solution benefits



Single front-end for smooth and omni-channel management



Omni-device and responsive platform



Intuitive and user-friendly interface

Project key points

- Go-Live new innovative product "Groupama Progetto Attivo", awarded "Product of the Year 2022 Award"
- Technology: Portal

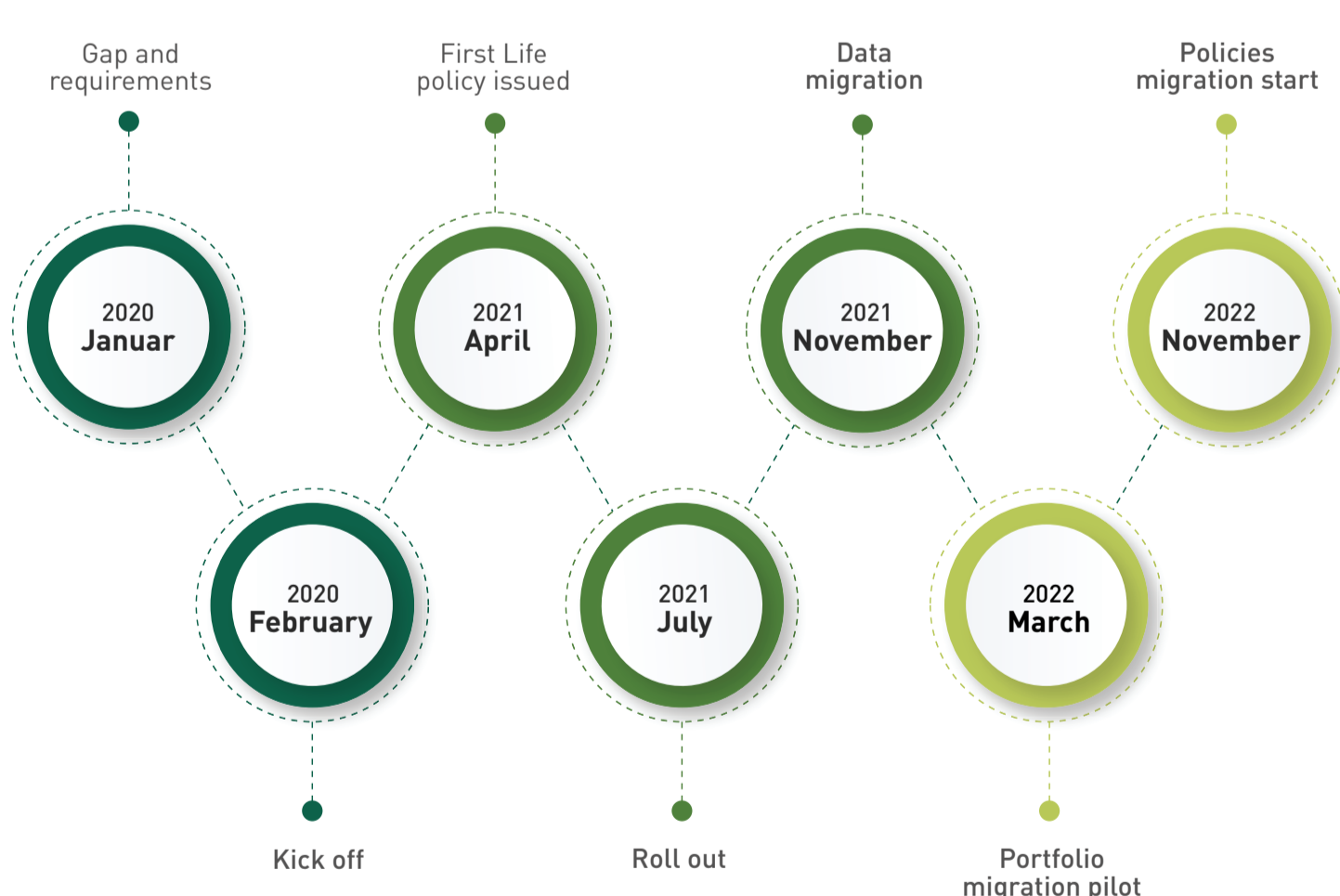
- Project methodology: Waterfall
- 5 worksites organised in streams, with RGI, Groupama and PMO people

Phase 1: replacement of the existing Policy Administration System Life with PASS_Insurance Life both for the front-end, with PASS_Portal, and for the back-end with the following goals:

- 1 Renewal of financial products and Life offerings
- 2 Improving the efficiency of the back office environment
- 3 Boosting the business by expanding multi channel distribution and increasing the Insurer's
- 4 Managing new functionalities for financial products

Phase 2: Life products migration according to a batch strategy

Timeline



Results



Migration process started with first 2 batches executed



Goals achieved

- Business simplification
- Operational quality increased
- Product catalogue renewal
- Time to Market improvement
- Compliant Policy Administration
- Fully integrated system

RGI

RGI is the leading software vendor for the digital transformation of the insurance industry in EMEA. Its comprehensive and modular offering enables the management of core insurance processes, including policy administration, customer engagement, claims management, sales network management and distribution in Life and Non-Life markets. Its team of 1,300 professionals specialising in IT and insurance business, boosts cutting-edge know-how in customer experience. RGI has 14 offices, in 6 countries with more than 150 Insurers and 300 broker clients in different geographic areas. www.rgigroup.com

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The Italian branch of Groupama, a French insurance and banking group of international dimension, with 800 employees and a network of more than 1,000 agents, guarantees proximity to the customer and today represents about half of the group's international perimeter. The international synergies and the professionalism of its network allow Groupama to propose innovative solutions for the protection of people, property and assets as well as professional activities, satisfying the most evolved needs with an offer that covers all areas: home, motor, health, savings, protection, welfare and work, focusing more on customer proximity and innovation. www.groupama.it