

## RGI & SOCIÉTÉ GÉNÉRALE INSURANCE ITALY Boosting Business with Innovative Technological Solutions

Société Générale Insurance Italy embarked on a transformative journey to modernize its insurance operations, addressing the limitations of its legacy policy administration system. Faced with the need for a more flexible, efficient, and scalable solution, Société Générale Insurance Italy partnered with RGI to overhaul its technological infrastructure.

This strategic collaboration aimed to not only upgrade the existing systems but also to enhance customer experiences, streamline business processes, and introduce new distribution channels.

The success of this initiative has strengthened the role of Société Générale Insurance Italy in the insurance sector, establishing a benchmark for innovation and operational excellence.

### Challenges

Société Générale Insurance Italy faced several significant challenges during its modernization journey.

The primary challenge was the need to replace an outdated policy administration system that presented technological limitations and operational inefficiencies, which were impeding the company's ability to adapt to market demands. Additionally, the project required careful

configuration of products by the local team to align with specific market requirements, highlighting the need for a system that was both flexible and adaptable.

Another key challenge was the activation of a telemarketing channel aimed at expanding Société Générale Insurance Italy's reach and generating new business opportunities, which required seamless integration with payment solutions.

Finally, improving operational processes was crucial to ensure a positive impact on both customers and business partners, driving a customer-centric approach throughout the organization.

### Société Générale Insurance Italy's needs



Migrate to a new modern system by replacing the legacy policy administration with technological limitations and operational issues



Configure the products with the local team



Activate the telemarketing channel



Improve the processes with positive impacts towards customers and business partners

### Why RGI?

The modern software solution provided by RGI did support the entity needs at local level and in the international landscape.

The application generated a positive impact for the business users, the technical teams and the business partners following a "customer centricity" approach. It allows Société Générale

Insurance Italy to manage the entire life business and, also, to implement the new telemarketing channel by integrating end customers payments solutions needed.

### Solution benefits



Better user and client experience



Enable API services



Modern architecture (Cloud)



Cross Group entity adoption (Platform)



Full integration with payment solution



Upselling



Improved processes



Increase business control



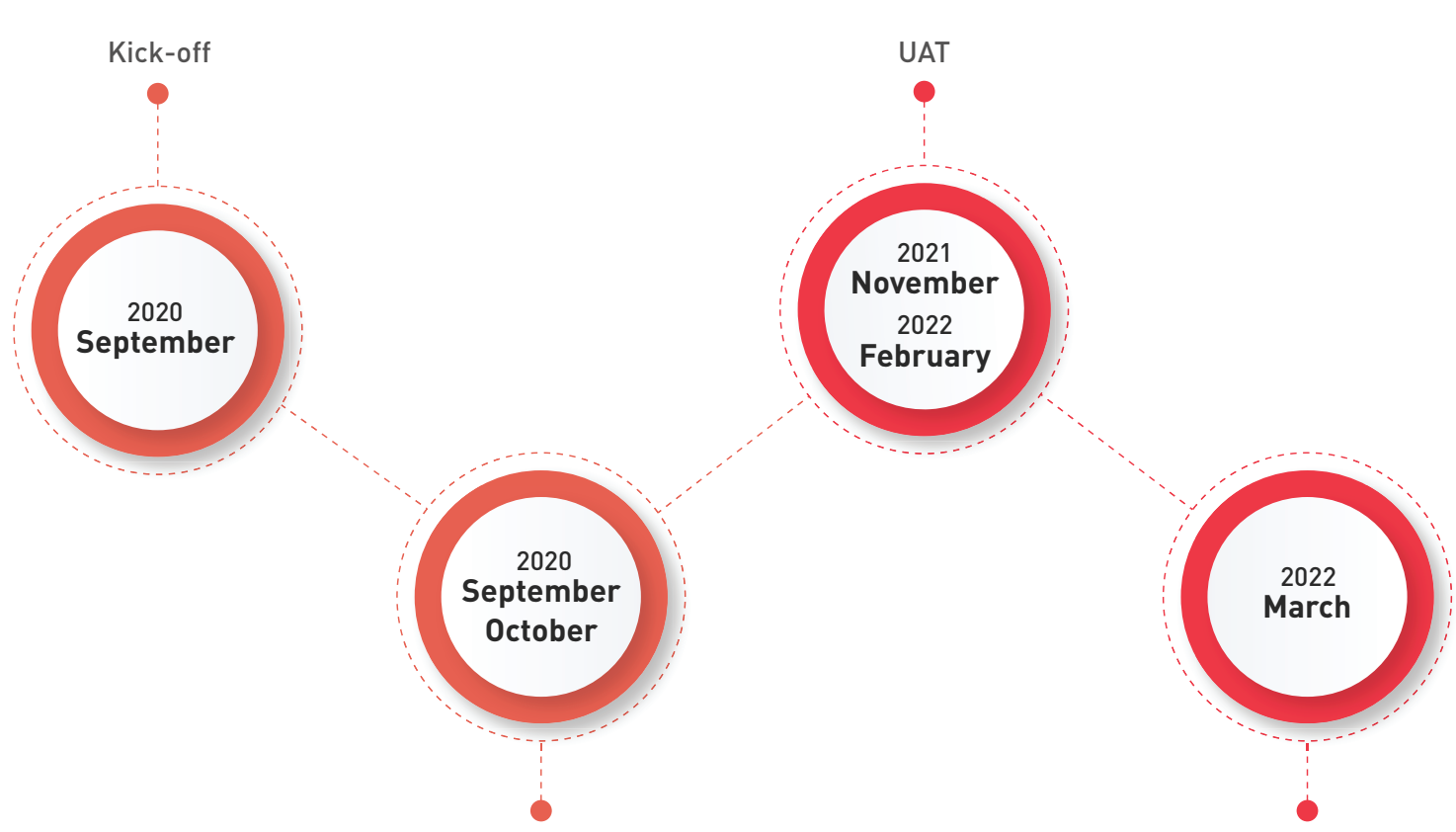
Seamless integration with partners

### Project key points

Technology used: PASS Insurance

Collaboration between international entities

### Timeline



### Results

Implement an IT up to date environment adopting modern business processes, improving efficiency, and making the business users and the partners the game changer and main sponsor of the change.

Incremental business related with telemarketing channel go live in 2022 generating new prospects for Protection

and Non-Life products reaching the penetration rate agreed in the plan.



#### Goals achieved

- Improve operational processes
- Better time-to-market
- Flexibility of the system to configure new products
- Increase the business control
- Implement new distribution channels (telemarketing)

#### RGI

RGI is the leading software provider for the digital transformation of the EMEA insurance industry. Its comprehensive and modular offering enables the management of key insurance processes, including policy administration, customer engagement, claims management, sales network management and distribution in Life and Non-Life markets.

It has a team of 1,300 professionals specialised in IT and insurance business, boasting a state-of-the-art customer experience.

RGI has 13 offices, 6 countries, more than 150 insurance brokers, 200 clients in different geographic areas.

[www.rgigroup.com](http://www.rgigroup.com)

#### SOCIÉTÉ GÉNÉRALE INSURANCE ITALY

Société Générale Insurance, part of the Société Générale Group, has been present in Italy since 2010 with a Life and Non-life offer developed and distributed by Sogecap and Sogessur respectively, using a B2B and B2B2C model.

It has consolidated experience in Motor, P&C and Protection and is a specialist in fleet insurance and one of the leading players in the Salary-backed loans market.

Société Générale Insurance Italy stands out for its ability to build lasting and valuable partnerships thanks to an approach based on active listening and co-creation, and thanks to its in-depth knowledge of the market, offering solutions, adapted to the evolving needs of professionals, companies and partners.

[www.societegenerale-insurance.it](http://www.societegenerale-insurance.it)