Why Fujitsu

With Fujitsu, you get experience that counts. We understand your challenges and have developed best practices for the insurance industry that can drive revenue and time-to-success, while also reducing your overall costs. More than 15 of the world's leading insurance carriers are already enjoying the high utilization and superior return on investment we deliver with our unique methodologies and expertise in both Cloud Computing and the insurance industry.

For example, we can build business intelligence (BI) into a Salesforce integration, ensuring you receive the right reports in the right format at the right time. Or we can add business process management (BPM) to Salesforce, allowing you to simplify and visualize all your business processes; furthermore, we can integrate the core functionality of Salesforce with pre-configured workflows and back-office applications to enhance these processes. We also offer value-add in the areas of enterprise resource planning (ERP), customer experience management (CEM) and field service.

Our resume includes:
- In business for 75 years, more than 30 years in North America
- World's largest IT services provider, with approximately $46 Billion in revenue
- Clients include more than 50% of the Fortune Global 500

- Over ten years experience as a strategic salesforce.com Premier Consulting Partner, with more licenses implemented than any other partner
- Continuous, ongoing salesforce.com certifications for administrators, consultants, developers and advanced developers
- Established leader in software-as-a-service (SaaS) consulting and systems integration, with a focus on business value and time-to-market
- Global footprint, with SaaS expertise in US, Canada, UK, Japan, Australia, Singapore, Malaysia, South Korea and Indonesia

About Fujitsu America

Fujitsu America, Inc., is a leading ICT solutions provider for organizations in the U.S., Canada and the Caribbean. Fujitsu enables clients to meet their business objectives through integrated offerings and solutions, including consulting, systems integration, managed services, outsourcing and cloud services for infrastructure, platforms and applications; data center and field services; and server, storage, software and mobile/tablet technologies. For more information, please visit: http://solutions.us.fujitsu.com/ and http://twitter.com/fujitsuamerica.

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Transforming the insurance enterprise with cloud computing
Fujitsu Alliance with salesforce.com

shaping tomorrow with you

Get closer to customers and partners, improve sales and service

Insurance carriers and brokers that have embraced cloud-based CRM technology consistently close more sales and report vastly improved retention and cross-sell rates. By leveraging next-generation technology to improve and coordinate sales and service touchpoints, they can concentrate on building relationships, gain a better understanding of customers and business partners, and grow their business more aggressively without having to worry whether their technology will scale with their needs.

Challenges

- Most insurers are still grappling with multiple, aging legacy systems that create complexity and information silos
- Data is fragmented and difficult to access — there is no consolidated view of the customer to facilitate coordinated service or effective cross-selling
- Disparate processes and systems drive inefficiency — workflows are labor-intensive and lack transparency
- Most insurers are trying to pull all their customers, brokers, and 3rd party services into one unified Community and platform but lack the right solution

How we can help

Fujitsu and salesforce.com® can play a key role in helping you optimize "high-touch" insurance processes by delivering information-rich Cloud solutions that drive productivity, integrate easily with legacy core systems, and provide a holistic view of all your customer and partner relationships and interactions.

We understand the challenges the Insurance industry is facing today and have a record of success at some of the world's largest carriers and brokers. We have applied what we've learned into scenarios and demonstrations that encompass all key process areas - marketing and sales, underwriting and policy administration, claims, and customer service.

Working with Fujitsu, you can accomplish your objectives in the near-term rather than committing to a multi-year initiative. Better yet, you can achieve these benefits without the capital expenditure required with traditional software and hardware.

Benefits

- Develop new ideas by greatly increasing opportunities for data sharing; use Chatter to collaborate between business units and channels
- Provide a single view of all relevant customer and partner information across business lines, sales and service
- Empower every employee with the information they need at their fingertips, whether they are in the home office or out in the field
- Automate processes and provide better management information with customizable, real-time reports and dashboards
- Reduce administrative workload through better data collection, aggregation, and dissemination

- Automate workflow hand-offs, document routing, and generation of policy documents, claims reports, etc.
- More effectively segment, target and engage prospects so that producers can quickly and efficiently turn leads into customers
- Increase retention rates by enhancing transparency, improving the service experience across channels, and better anticipate and react to customer and partner needs
- Identify customers at risk of non-renewal; provide one-click reports on in-force and expiring policies
- Automate First Notice of Loss and claims scoring to identify potential leakage and increase straight-through processing so you can concentrate on high-value, high-risk claims
- Improve rating, quoting, and binding processes to automate low-risk underwriting and focus on high-touch products and services

What we offer

Fujitsu addresses all the "high-touch" insurance processes through Salesforce® CRM and Force.com® solutions:

Marketing and Sales
  – Account and contact management
  – Household profiling
  – Agency management
  – Lead and opportunity management
  – Guided cross-sell and up-sell
  – Sales and marketing collateral
  – Public Website and Agent Micro-sites

Underwriting and Policy Administration
  – Online Inquiries and Quoting
  – Rating, quoting and Binding
  – Underwriter assessment
  – Issue Policy Documents
 – Policy Servicing
  – Renewal Tracking

Claims
  – First Notice of Loss
  – Claims Scoring
  – Partner Assignment and Dispatch
  – Fraud Detection and Investigation
  – Estimation and Adjustment
  – Repair Settlement
  – Partner Performance Management
  – Litigation Management

Customer Service
  – Knowledge Management
  – Multi-Channel Customer Service (web, email, call center, chat)
  – Real-time Collaboration and escalation of issues
  – Integration of social media channels
  – Measure, monitor, and improve renewals

How it works

For most Insurance companies, we can configure salesforce.com to a unified platform using a 'Community' to enhance operational effectiveness across your business:

INSURANCE
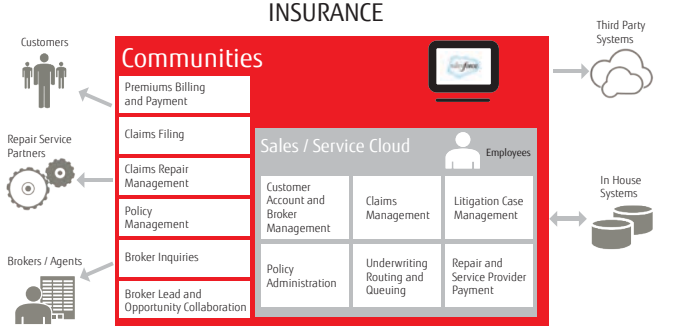
Lead and Opportunity Management: To book new business, the inquiry-to-quote process must be responsive and information-rich.

- Campaign and lead management
- Targeting and cross-selling
- Forecasting and pipeline management
- Team selling
- Submission management

Claims: Claimants want to be made whole again – and they want it to happen quickly.

- First notice of loss (FNOL) and claims servicing
- Claims adjuster processes and analysis
- Litigation support
- Claims vendor management
- Settlement

Underwriting and Policy Management: Reducing underwriting overhead and providing fast turn-time for quotes.

- Seamless handoff from Sales to Underwriting
- Transparent quote-to-bind process
- Efficient policy administration and servicing
- Renewal and Ex-date tracking

Agency and Account Management: Streamline agency planning.

- Agency planning
- Territory and call report management
- Net Promoter Score (NPS)
- Competitive profiling

Customer Service: Creating a self-service portal shifts work directly to the customer, improving the perception of service by increasing the control over submissions and quickly providing detailed information about submission, underwriting status and the quote.

- Universal queue/contact routing/computer-telephony integration (CTI)

- "Call me" back/online chat/voice response unit (VRU)
- Service kiosks at any location – DMV, retail locations, dealers, offices, collision shops, etc.

Collaboration: Develop new ideas by greatly increasing the number of opportunities to share data.

- Robust Knowledge Management functionality
- Automated emails and workflow assignments for agents, adjusters and managers
- Content development and sharing
- Chatter feeds and collaboration groups

Analytics: By integrating analytics into business processes, you can enhance your ability to monitor and improve processes, and improve sales forecasting and tracking.

- Campaign effectiveness
- Pipeline reporting and forecasting
- Producer and agency performance
- At-risk renewals

Information Technology : You need a robust, scalable infrastructure that is designed for integration, while providing data security and confidentiality.

- Integration
- Reporting tools
- Data enrichment
- IT governance
- Agile development
- Auditability for compliance

Solutions in action

The sales and marketing teams of a leading property-casualty and general insurance organization were spread across 10 business units and relied on disparate systems to access account, broker and policy information. This resulted in fragmented views of the business as well as lack of contact with the customer.

Fujitsu created a solution that integrates their policy systems and processes high volumes of data, while delivering the scalability required to easily accommodate new products and business units without needing extensive development. Built in less than eight months, this custom salesforce.com deployment was implemented leveraging Fujitsu expertise in project management, business process mapping, salesforce.com configuration best practices, customization, and data migration.

The result is a robust, transparent platform that can manage relationships, pursue opportunities and report on the pipeline. The organization now has a 360-degree view of accounts and brokers that encompasses business units, regions and products.

In addition, the Fujitsu solution creates transparency in campaign and opportunity management processes, encouraging collaboration between business units.