

From Claims Calamity to Calm: Ensuring a Speciality Insurer Elevated Their Quality Engineering in Insurance Operations

When our Client, a leading insurance broker, encountered some complex business workflow challenges we ensured they saw a 70% improvement in operational efficiency and integration testing.



Challenges

The validation of the integration of Guidewire and Service Cloud was not sufficient.

System performance with increased loads was unable to be validated for maximum effect and impact.



Solutions

Synchronization of bulk service offerings in Salesforce with Guidewire Contact Manager via AWS as middleware.

Exhaustively performance tested the functionality in Salesforce Service cloud with a varied number of records.



Results

Seamless CX and data consistency across different touchpoints and systems was achieved.

System performance and defined performance benchmarks was fully validated.



Client overview

Our Client is a member-owned property and casualty insurer designed exclusively for financially successful families and driven by a purpose of doing what is right for them. Their team comprises of passionate and curious individuals with extensive experience across a wide variety of industries.

They bring unique specializations in operations, marketing, underwriting, risk management, human resources, member experience and service excellence. They come to work every day motivated to solve complex problems for their members.

Our Client and its affiliates are part of a multinational insurance holding company headquartered in Tokyo, Japan. This specialist organization has a common management and serves the personal insurance needs of successful families across the United States. Collectively, members benefit by the creation of excellent financial strength, capital flexibility and an alignment of interests.

From call to claim: validating data flow via multiple parameters

Our Client's vendor management app in Salesforce maintains active vendor details which are passed to Guidewire through a web service to get policy data and to send claims data. The complete flow from the time an agent receives a call, to fetching the policy details in Guidewire, to searching and assigning agents based on multiple parameters, had to be fully validated.

Our Client encountered some challenges around this process which included:

- Complex business workflows
- Integration Risks
- Unavailability of a comprehensive Test Strategy
- User Experience Optimization
- Large and complex customization of Service Cloud

When data plays matchmaker: using collaborative workshops to ensure success

To remedy this, various collaborative workshops involving Business Administration and Product managers were conducted to validate the business requirements, prioritize test scenarios and foster alignment between testing objectives and business goals.

While validating Salesforce to Guidewire integration, bulk service offerings were synched in Salesforce with Guidewire Contact Manager via Amazon AWS as middleware. Finally, the validated data sent downstream by integrating Guidewire with Rest API's in the lower environment. The steps undertaken to achieve this included:

- **Exhaustive performance testing**
The functionality in Salesforce Service cloud was performance tested with a varied number of records starting with 10K, 20K, 50K, 60K and 1Mn vendor records inserted through Data loader.
- **Increased server capacity**
To handle large chunks of data where the downstream integration of Guidewire and vendor management system was not able to handle the load, server capacity was significantly increased.
- **Provided comprehensive User Acceptance Testing (UAT) support**
To empower users to fully validate system functionalities, user interfaces and business workflows in a controlled environment as part of regression and end-to-end (E2E) testing, comprehensive user acceptance testing (UAT) was provided, thereby driving confidence and adoption.



Key benefits

- **A 30% increase** in test coverage was achieved, along with a 67% reduction in release timelines.
- **600+ robust testing scenarios were created** which captured 100% of the necessary requirements.
- **A proactive and predictive testing approach was implemented** from being reactive.
- **Operational efficiency was improved by over 70%** and integration testing was made possible in a staging environment through reduced manual data creation.
- **Seamless CX and data consistency** across different touchpoints through stable integration testing was improved by up to 80%.






Our Client is now rolling out Service Cloud features as a result of the improved performance and scalability of the application, and the integration of Service Cloud with their core insurance application.



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