

CASE STUDY

Safety Insurance

Relies on Rocket Modernization Solutions to Attract and Retain Millennial Employees

Industry

Insurance

Challenge

Reduce the complexity of older green-screen applications in order to minimize transaction times and retain Millennial employees without replacing their existing infrastructure

Results

- Converted more than 800 green screens to a modern GUI
- Helped grow the employee base to more than 33% Millennials
- Recorded a 75% decrease in the research time required to complete policy renewals
- Enhanced overall efficiency of the claims process, resulting in a better customer experience

Products

- Rocket® LegaSuite
- Rocket® API

Application

- Application Modernization

Company

Safety Insurance was founded in 1979 with a belief that it would succeed as a company if customers were given the best possible service. A leading provider of property and casualty insurance in Massachusetts, New Hampshire and Maine, Safety Insurance offers a portfolio of personal lines insurance products including private passenger auto, homeowners, dwelling fire, and personal umbrella policies. In addition, Safety Insurance also offers commercial lines insurance products spanning commercial auto, business owner, commercial package, and commercial umbrella policies. Sold exclusively through a network of professional independent agents, Safety Insurance provides agents with state-of-the-art tools that make it easy to service and protect their customers. Safety Insurance has consistently received an "A" rating from A.M. Best.

Challenge

At the heart of Safety's business is a proprietary claims processing system, which runs on an IBM i environment. In 2011, the IT team started researching ways to better harness the system's power while making it easier for employees to perform day-to-day tasks. A key bottleneck involved accessing third party systems which are essential to processing customer renewals in a timely fashion.

Long-time employees often found these databases difficult to use, with poor response times that impacted productivity. At the same time, many younger employees were commenting that the technology was difficult to learn and navigate. In fact, some employees had never seen a green screen before, having grown up with mobile and browser-based applications.

The IT team briefly considered replacing their existing systems but calculated that the project could take more than three years to complete and cost millions of dollars—with no guarantee of success.

Solution

After evaluating several products during a proof-of-concept phase, Safety decided on Rocket Modernization solutions. The IT team liked that the Rocket solutions



required little new coding and would not disrupt their production systems during the implementation process. Safety rebranded its new system “SEDonA,” with Rocket® LegaSuite GUI and Rocket® API as the linchpin.

Working on extremely tight timeframes, and with the help of Rocket professional services, the Safety IT and Business Analysis team trained a group of RPG programmers and targeted key groups within Safety for rollout in 2012. Before deploying company-wide, Safety piloted the new system with a small group of internal users who helped take ownership of the project. Their ongoing feedback helps the IT team continue to evolve the system.

Results

As of 2016, 380 employees are using SEDonA. While the Safety team ultimately converted 800 pages of green screens to a more modern, menu-based interface using LegaSuite GUI, the project involved much more than a conversion to a new GUI. The team used Rocket API to automate a number of time-consuming manual processes and introduce new workflow improvements that save them both time and money.

Today the system is customized to address the various roles within Safety, ranging from claims adjuster to telephone dispatcher. Users only see the knowledge and options required for their jobs. Chris Smith, Information Technology Director for Safety, explains “We have received very positive feedback from the claims community, and the amount of time training new employees on the system has dropped, which is considered a big win. New employees can now focus on learning the job, not the software.” The team has also built up an inventory of APIs that they are reusing in their internal applications, with plans for future use across the company.

SEDonA masks much of the former complexity involved with researching renewal policies within the third party databases, presenting the information in tabbed, easy-to-read formats. In fact, the IT team estimates that research time has decreased by 75%.


The IT team continues to run SEDonA as a product, with a roadmap and ongoing feedback from its more youthful group of claims adjusters. IT leveraged and extended Safety’s infrastructure investment while significantly improving the efficiency of the carrier’s lifeblood—processing claims.

“ *Not only have new employees reduced their training time by more than a week but our claims adjusters continue to provide positive feedback about the system. Everything is so perfectly organized you don’t really have to hunt to find the information you need. In fact, instead of having to use all the function keys, you just double click.* ”

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