



Paperless conclusion of insurance contracts

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Please briefly describe the initiative.

One of strategic goals of our company is digitalization. We saw that with this project we could significantly contribute to that goal. Paperless conclusion of insurance contracts enables both clients and insurance distributors to conclude contracts faster, as well as an easier and simpler flow of mandatory documentation.

What were the benefits?

Reduce the amount of paper in circulation by replacing the handwritten signature on the printout of the policy with premium payment as statement of will for concluding an insurance contract.

To ensure that large quantities of pages that we are required by law to hand over to the client before the contract conclusion are not printed on paper, we have improved document delivery process:

- we have integrated verified e-mail into the contracting process
- enabled easy sending of informative calculations to e-mail
- enabled easy sending of e-mail invitations for payment with 2D bar code, KeksPay code and link for online payment

On the other hand, we wanted to reduce the administrative burden for distributors, so we have introduced the automatic change of policy status to the final status for further processing, provided that all mandatory documents are already attached:

- in the same second when the policy is charged through the premium cashier
- the morning after the payment arrived on the bank statement

The status change is followed by automatic e-mails that also facilitate the delivery of the policy.

Who were the main stakeholders involved?

The project team included colleagues from IT, product management, portfolio administration, sales and legal departments with significant management support.



What were the major learnings and challenges you had to overcome?

At the beginning of the project itself it was challenging to define new contract conclusion process to the satisfaction of all interested parties and to harmonize it with the legislative framework. We held several workshops where we exchanged ideas and knowledge on the topic of the project. These workshops helped us to create openness and a collaborative atmosphere. Later, when process was defined the team was already integrated, so it was easier to go through the phases of implementation and testing until the full production of the project.

Going forward, what are your plans to further develop the project?

We aim to make all process paperless. Goal of our next project is to create online forms for client's requests during policy lifecycle such as request to change, reactivate or terminate non-life insurance contract. Currently, requests are filled out on pdf or printed documents, and through automation and digitization we expect faster processing of requests to the client's satisfaction and a reduction in the number of incomplete requests.

If you are working on similar projects or are interested in exchanging ideas, please feel free to contact Marija.

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