Xemplar Insights
Digital Transformation Solutions

CASE STUDY

ENABLING MGA GROWTH WITH SELF-SERVICE

This case study explores how a medium-sized Non-Standard Auto MGA successfully utilized our technology to enhance their organizational capabilities, enabling them to effectively manage growth through the introduction of new products and expansion of distribution channels.

In today's rapidly advancing digital landscape, policyholder expectations for insurers are constantly evolving. To remain competitive in the face of rising Insurtech companies, current insurers and MGAs must adopt a banking mindset when it comes to technology, offering seamless digital services through web and mobile platforms. However, MGAs and small regional carriers have traditionally struggled to allocate the necessary budget, time, and resources to develop these capabilities.

XEngage

Xemplar Engage is a revolutionary platform that empowers insurers and MGAs to launch cutting-edge, user-friendly self-service mobile apps and web portals for policyholders. This game-changing solution enables insurers and MGAs to stay ahead of the curve, delivering modern, high-performance, and secure digital experiences for their customers. This case study discusses the journey of a regional Managing General Agent (MGA) specializing in non-standard auto insurance.

THE GOAL

Driven by an ambitious growth strategy, the CEO of this MGA envisioned a cutting-edge self-service solution that is seamlessly integrated into the core systems while maintaining flexibility and user-friendliness. It was imperative to develop a robust platform capable of scaling alongside the company's plans, including the introduction of new products and expansion into additional states.

After connecting with the stakeholders at a conference, Xemplar engaged in a series of productive discussions regarding their business, operational insights, scope, our platform, and the goal of reaching the desired end-state without disrupting operational continuity and momentum. Leveraging the Xemplar Engage platform, our team promptly crafted a compelling proposal that outlined a crawl-walk-run strategy for implementing self-service capabilities incrementally. The price we quoted for the platform license, implementation, and ongoing support was incredibly attractive!

THE PLAN

The project was efficiently planned to be completed in multiple phases and incremental releases. Phase I placed emphasis on seamlessly integrating with the MGA's unique "home-grown" policy management system. Despite lacking pre-built APIs which commercially available software have, our team collaborated closely with customer's IT team to map the data, develop bespoke APIs, and successfully test them for the prioritized scope for Release 1.0, the Minimum Viable Product (MVP). Once this critical aspect was resolved and set into motion, the subsequent tasks were executed with relative ease, allowing for smooth progress in the project.

The initial go-to-market milestone entailed the provision of a native mobile app for both iOS and Android platforms. Leveraging the power of the Xemplar Engage platform, which already offered pre-built mobile apps hosted on the secure AWS Cloud, equipped with essential self-service features ("the Crawl"), the process required minimal effort. By incorporating only needed customizations, and integrating with the policy systems using APIs, the MGA branded mobile apps were swiftly deployed and positioned as a convenient self-service solution for policy management.

💡 There is a prevalent misconception that a mobile-friendly web portal provided by policy systems is enough. The reality is that well designed native apps experience surpasses the usability and appeal of users attempting to access a web page through a mobile browser. Native apps offer a level of elegance, attractiveness, and user-friendliness that far exceeds the limitations of a browser app.

The features that went live in Release 1.0 (MVP) of the mobile app were

- Self-registration / User Onboarding
- Policy Information
- Make Premium Payments
- Download ID Cards
- Request Roadside Assistance
- Initiate a Claim

THE RESULT
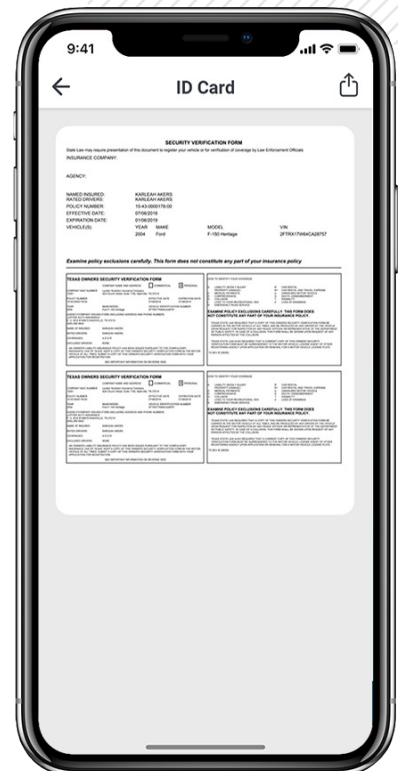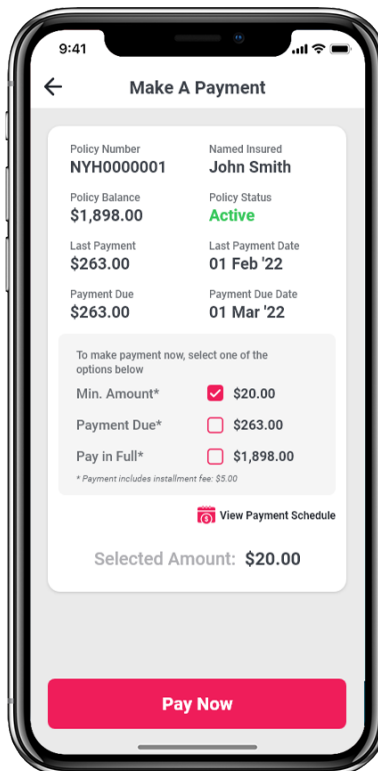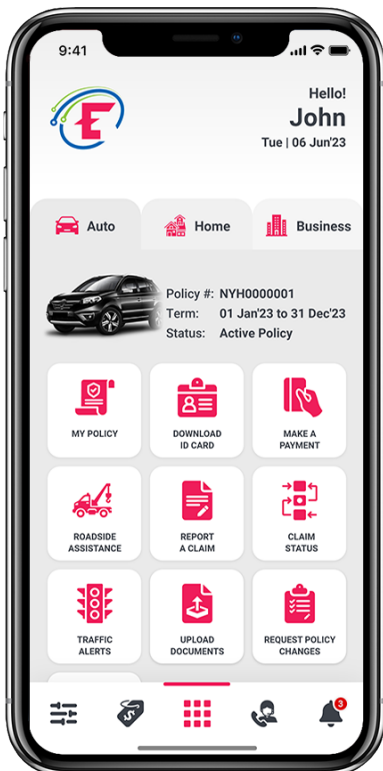
**Self-Service Users Onboarding Chart**
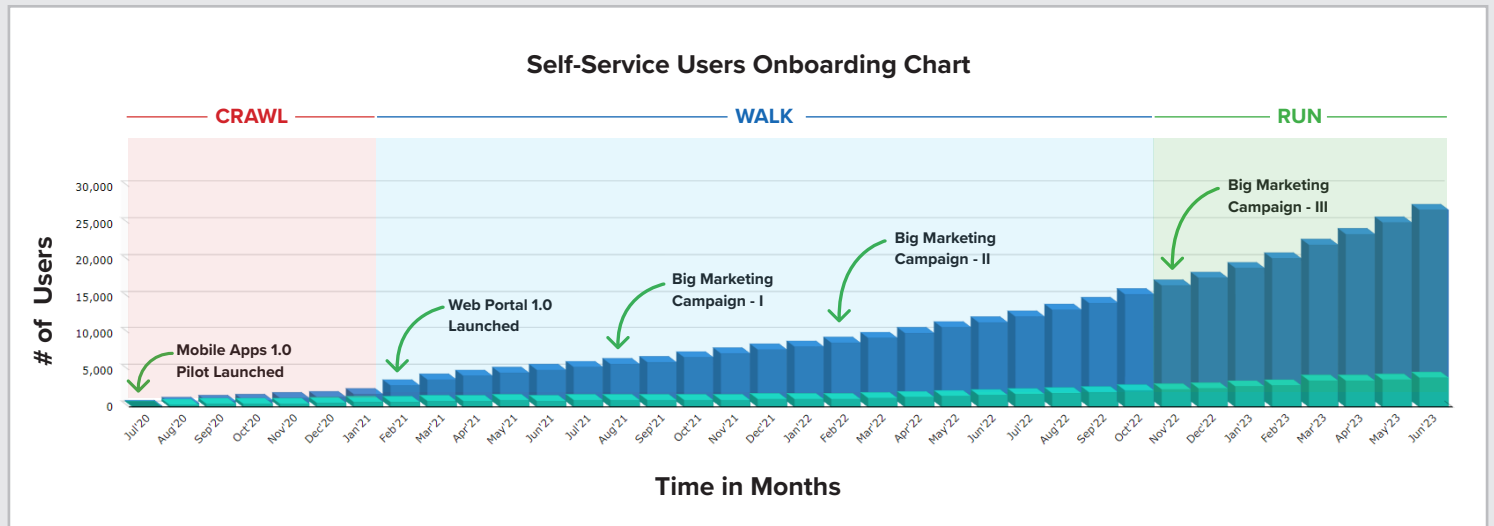
Within no time users of the app began to grow, and in-bound call volumes dropped. Once the word about a new mobile app was available, adoption grew rapidly.

💡 Continuous communication, including mass-messaging, is vital for driving adoption of self-service tools. It is crucial to maintain a proactive approach, continually emphasizing the benefits and ease-of-use of these tools to ensure widespread acceptance and maximize their contribution to operational efficiency.

The first goal was met, and the hard part was done! The subsequent releases added more self-service functionalities to the apps ("the Walk"). They included

- Push Notifications from PAS
- Download Policy Documents
- Request Policy Changes
- Check Status of the Claims
- View Payment Schedule
- Upgrade Mobile UX

With the introduction of the web channel, policyholder adoption surged, leading to a substantial decline in inbound calls and service requests. Agents and contact centers became primarily engaged for intricate transactions and specialized inquiries requiring human intervention. As the number of written policies grew, typically resulting in increased service calls and higher operational costs, the self-service solutions developed on Xemplar Engage proved invaluable. By effectively managing costs, these solutions ensured that additional funds and resources remained available to the customer, empowering them to pursue new opportunities.
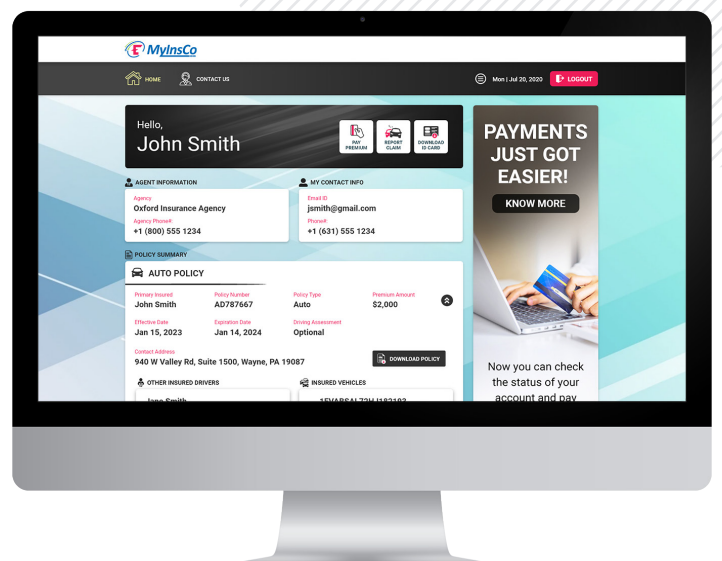
SELF-SERVICE	2020	2021		2022		2023
	7/1 to 12/31	1/1 to 6/30	7/1 to 12/31	1/1 to 6/30	7/1 to 12/31	1/1 to 6/30
View Policy Info	14,546	17,612	19,558	22,897	30,522	48,150
Make Payments	1,803	9,795	12,744	14,173	17,394	23,244
Submit FNOL	26	131	151	179	175	302
Request Roadside Assistance	37	86	112	102	200	253

The results are evident in the table above, showcasing the remarkable adoption of self-service features. Since the go-live date, approximately 234,000 inbound calls have been avoided, allowing policyholders to efficiently manage their policies. Even attributing a conservative cost of $3.50 per call (industry average being ~$6.00 per call), the MGA has added nearly $819,000 to their bottom line in the last three years. This financial benefit is expected to grow further as additional features are introduced and the word spreads further with additional communication & new business growth.

With the expansion of their business into new counties and states ("the Run"), the MGA is well positioned to handle new customers without concerns about proportional increases in operating costs. Thanks to policyholders increasingly relying on mobile apps and web portals for their routine needs, the existing staff can handle the new volume with equal efficiency. This exemplifies how MGAs can effectively compete with larger insurers in terms of customer service.

The CEO of the MGA summed up their experience by stating,

"Using Xemplar software and their services has been one of the best decisions we made to modernize our technology."

This testimonial serves as a fitting conclusion to this case study.

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