



PINK

Customer Case

Delta Lloyd

Summary of the facts:

- ✓ Company: Delta Lloyd
 - ✓ Sector: Non-life insurances
 - ✓ Number of employees: 38
 - ✓ Activities: Processing and handling of loss adjustment assignments and risk assessment
 - ✓ Solution: Business application for file handling
 - ✓ Operational since: April 2012
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About Pink Elephant

Pink Elephant is an international knowledge leader in the field of business innovation and business change. With advisory and IT services, Pink Elephant draws the best out of its clients, by translating the knowledge and creativity of the people in these organizations into tangible results.

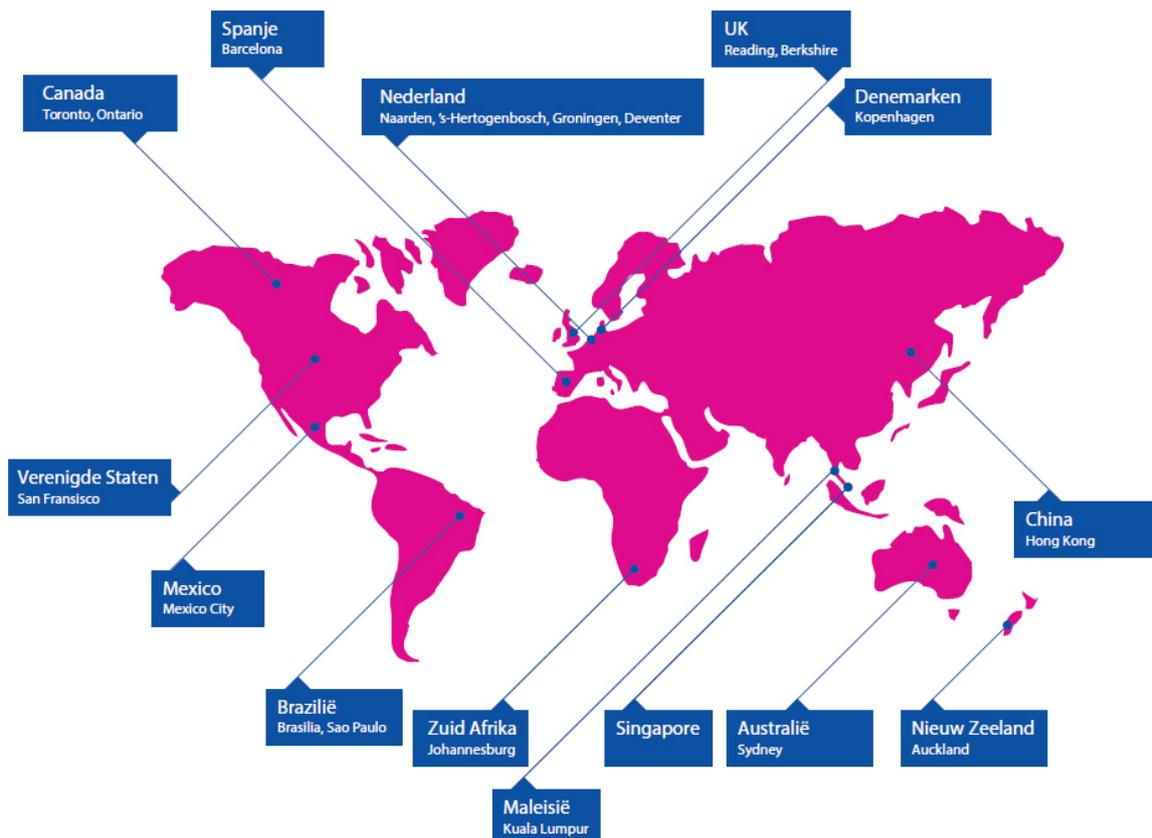
Since its foundation in 1980, Pink Elephant recognizes an important synergy between company objectives and the knowledge and entrepreneurship of people, as well as the way in which IT contributes significantly to making innovation possible and to increasing power of discernment in the market. Pink Elephant operates in more than 20 countries and provides business and management consultancy and other services, such as Enterprise App Services, IT Services, Document Services and Education.

Vision

Business transformation is vital in a time when technological developments happen in quick succession. The knowledge and creativity that already exists within organizations is often utilized insufficiently because both IT and business processes lack agility. Companies must invest in new Agile procedures and knowledge sharing and must also give more attention to the synergy between mankind and IT. Pink Elephant provides the people and the resources that help organizations take the next step in the transformation of their business.

Mission

Pink Elephant is the technology radar that helps organizations, at a strategic level, to achieve their business objectives. The major resources to do this are flexible IT systems and new ways for people to work together. With Pink Elephant as a partner, companies can break away from their traditional systems by using innovative technology, training and consultancy. In this way, they are better prepared for the future through the correct deployment of people and IT.



Delta Lloyd Expertise Service Center improves services for its clients and customers with a self-developed business platform.

Many changes are under way in the insurance sector, partly due to the unstable economy. Apart from a focus on cost reduction, increasing customer satisfaction is taking a more central place. The Expertise Service Center of Delta Lloyd has achieved both objectives by developing its own business application for the distribution and handling of loss adjustment assignments. A fine example of the driving force of innovation.

The Expertise Service Center (ESC) is, within Delta Lloyd, responsible for processing and handling all risk assessments and loss adjustment assignments for the Delta Lloyd Group. Frank van Donk is Manager of the ESC and is responsible for the development of eXpo, a business application that has been developed in cooperation with Pink Elephant for a more efficient distribution and handling of all documents. "With the development of eXpo, our organization has made a significant turnaround," Van Donk says. "With this business application we are now able to provide our clients and customers with a much better service."

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Frank van Donk, Manager of the Expertise Service Center
Delta Lloyd

delta lloyd

Loss Adjustment

The Expertise Service Center of Delta Lloyd takes care of the tasks that precede the taking-out of insurances, such as the assessment of risks, as well as the subsequent tasks, namely determining the amount of a claim. In 2011, the ESC wanted to convert from a traditional expertise service with a team of loss adjusters and claim inspectors into an organization focused on loss and risk management in the broadest sense. "Performing assignments alone is no longer sufficient. We wanted to provide more added value, and we actually do have all the knowledge and skills to achieve that," Van Donk says. "There are several developments going on in the sector. Everything has to be done cheaper, not only in the insurances sector. But apart from this focus on costs, we also concentrate on transparency and customer orientation. In our projects, we have started to focus more on how we can do things better, smarter, cheaper and in a more customer-oriented manner."



Thanks to this essential change of focus, Van Donk developed a new business model that enabled his company to make a difference. The basic idea of this new model was to keep the specialized knowledge within the company. Van Donk says: "We only accept assignments that allow us to make a difference using our own specific knowledge. Other assignments are outsourced to preferred suppliers, who have to meet stringent requirements. We steer towards contract management. Finally, we wanted to share more knowledge, both internally and externally. We wanted to connect more quickly and use the collected information for all kinds of initiatives to increase customer satisfaction and reduce the cost of claims."

Knowledge is Power

To achieve the ambitious objectives of Delta Lloyd, we needed the support of a suitable IT tool. The existing corporate system at the ESC was not user-friendly, the functionality was not satisfactory and it was difficult to extract useful management information from it. "Knowledge is power," Van Donk says. "If you have a large amount of information about the damage flow, you can, based on it, take the right decisions and steps to get more control over it."

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According to Van Donk, ease of use and chain integration were important requirements for the proposed IT system. "Our users should be able to use the system without needing a manual. In addition, the routing of certain assignments had to be made automatic, and we wanted to have immediate insight into the status of an assignment."

Looking for an IT partner

Delta Lloyd started out by looking for a suitable business partner to produce the business application. Van Donk chose Pink Elephant because it was able to realize a solution quickly and at a reasonable price. "Apart from that, we eventually chose Pink Elephant on the basis of our gut feeling and their presentation. We had a click from the start, and the flexible Mendix solution proposed by Pink Elephant appealed to us. Today, several parties seem to be implementing a similar development platform, but, at the time, Pink Elephant was the only one."

Agile Cooperation

The procedure for developing eXpo had to be Agile, a project methodology that requires close cooperation between the client and the development partner. Van Donk says: "We did not have any experience in this field, but Pink Elephant gave an impassioned speech on Agile and Mendix. We believed them and, eventually, that was the key to the success of the project."

A close cooperation followed, with the Pink Elephant project team working together directly with a team of Delta Lloyd. "In many IT projects you have to beg for capacity from the business. Here, it was the other way round. Our employees were keen to cooperate, because they were given the unique opportunity to build the system which they would work with themselves later."

According to Van Donk, Agile was the success factor in the project, because it created massive involvement in the project, both from Delta Lloyd and Pink Elephant. "We heard that the employees of Pink Elephant also wanted to participate in our project massively. They were very impressed by the fact that we were thinking along with so much enthusiasm and so constructively and that we were sometimes negotiating with them from early in the morning until late in the evening. This is what Agile is supposed to be."

"We started to consider the people of Pink Elephant as colleagues rather than as the hired party."

Van Donk states that Agile is not the Holy Grail but, mainly, a methodology that works if you bring the right people together. "You combine knowledge and skills in order to achieve together a successful end result. Both parties must, however, be willing to work together in this manner, or else you have a problem. But in our case, it worked out so well that we started to consider the people of Pink Elephant as colleagues rather than as the hired party."

File

In cooperation with Pink Elephant, Delta Lloyd developed a stand-alone web-based application called eXpo that runs over and above the existing IT architecture. In this system, the files are pivotal. All the parties involved in the process can log in to look at or add to the information. Consequently, the business process is much more efficient than before, manual tasks are reduced and external parties can participate perfectly in the process as well.

Van Donk says: "This is the chain integration aspect. We are, for example, automatically exchanging data with partners like CED and Dekra. Assignments are partly distributed automatically among partners and external parties, a task that used to be carried out by the inside sales department. And the old-fashioned way of verifying invoices is no longer necessary, as they have already been approved of in our system before being sent."

EXpo has not only made the entire filing process at Delta Lloyd much more manageable, it also provides specific management information. "We are now able to get useful information out of our systems and respond to trends in the insurance sector. Hybrid cars, for example, are becoming more and more popular in Russia and, as a result, much more often get stolen. Do we see this effect in our portfolio? We can now dig up this kind of information in no time."



Learning Opportunities

Van Donk looks back on a successful development project, with eXpo as the final result. Van Donk: "The project matches perfectly with the original business case. The intended results have been achieved and even during the course of the project we have managed to keep a good grip on the costs."

According to Van Donk, there haven't been any real problems during the development process, because eXpo was built over and above the existing infrastructure. The coupling with external parties was the only thing that posed some problems. Van Donk says: "When you want to couple the system with external parties, the application has to fit onto another IT architecture and, for example, take into account the security rules that apply there. This has caused some delays, but this has eventually been resolved."

Working with Pink Elephant

Van Donk's story shows that the close cooperation between the IT partner Pink Elephant and Delta Lloyd was a significant success factor for the project. "It has strengthened our relationship with Pink Elephant enormously, unlike earlier experiences I have had with IT projects. They are pleasant people to work with. Thanks to the click that we had and the Agile methodology, we managed to develop a successful product within a short time. The development of business applications is, after all, human work."

Van Donk is clearly convinced of the Agile methodology, which, he thinks, creates much more involvement from the business than is the case with traditional 'waterfall projects'. According to him, the result is a combination of more enthusiasm, more creativity and, eventually, more quality. "This is also my main message," Van Donk concludes. "If you are working on a business project with a group of committed and qualified people from both your developer's organization and your own organization, the cooperation will almost always be a success. With a similar team, you are able to achieve results that correspond to the original wishes in the best possible way, or that even exceed them."

Advantages:

- ✓ Thanks to the eXpo application, business processes run more efficiently
- ✓ Clients are being served more quickly, with a better insight into services
- ✓ Analytical management information is available at once
- ✓ The Mendix platform generates flexible expansion options
- ✓ Expo has been developed agilely according to the wishes of users and the business
- ✓ Delta Lloyd has gained much more insight into the filing process