

Case study: Launching the Simplinsur insurance company

Founded in 2016, Simplinsur is an insurance company serving clients across Canada. While it may be new to the industry, Simplinsur is already being recognized for its excellent property and casualty insurance products offered by five national mortgage brokers.

PLANCO faced many challenges in carrying out Simplinsur's digital transformation. But thanks to its experience in the industry, PLANCO could assure the undertaking would be a success.

Objectives

As Simplinsur planned to launch in Quebec and Ontario, it had multiple objectives in mind. Well-aware that leading-edge technologies would be a deciding factor in its competitiveness, Simplinsur called on PLANCO to develop its digital solutions. PLANCO was tasked with standardizing interprovincial operations, implementing performance indicators common to both offices, and coordinating data integration between the Quebec and Ontario insurance brokerage platforms and their four insurers.

In Ontario, Simplinsur had acquired an existing insurance company that was using legacy systems. PLANCO's job was to transform those disparate systems into an industry-recognized structure and set up a call centre designed to eventually respond to more than 14,000 potential clients a year. To achieve this second goal, PLANCO needed to set up a telephone exchange that could support growing call volumes and ensure a smooth transition for current staff.

PLANCO also had to convert the existing customer management systems into single, comprehensive platform. Once the new business model was established in Ontario, the PLANCO team would replicate it in Quebec, this time building from the ground up. All the parts of an insurance company had to be put into place: a telephone system, CRM, brokerage management system (BMS), underwriters, and more.

The objectives for each stage of the project were:

- Ontario (acquisition)
 - Migration to a new BMS
 - Migration of telephone systems
 - Implementation of a new CRM
 - Employee training
 - Change management for operations
- Quebec (creation)
 - Contract management for system suppliers (telephony, brokerage, underwriters, online portal)
 - Implementation of a telephone system, BMS, and underwriting software
 - System integration for data transfer
 - Employee training
 - Change management for operations

Challenges

PLANCO's digital transformation experts know that new technologies and operational changes can be difficult to implement, especially when they disrupt well-established work habits. It's a factor that PLANCO always keeps in mind when creating proposals for its clients.

To ensure a smooth transition, PLANCO walked Simplinsur's teams through each step of the company's digital transformation. It provided fully customized training and timely follow-up with both management and employees.

PLANCO was an obvious choice for Simplinsur, as the company already had substantial experience in insurance and worked with some of the top firms in the industry. In PLANCO, Simplinsur knew it had found a trustworthy collaborator with the knowhow to launch tech-savvy insurance companies in both Quebec and Ontario.

Thanks to its robust industry experience, PLANCO was able to build two unified companies and establish a climate of trust between Simplinsur's investors and management.

Simplinsur: Another successful digital transformation by PLANCO

The PLANCO team got both Quebec and Ontario offices off the ground in only three months. The team successfully executed the following deliverables:

- Developed software and data flow architecture
- Produced detailed analyses
- Implemented a BMS
- Integrated underwriting software
- Implemented a telephone system
- Trained employees on all new systems
- Converted existing BMS systems
- Implemented performance indicators

By optimizing its systems, PLANCO augmented Simplinsur's sales by \$12 million annually, enabled them to process more than 24,000 annual referral requests in Quebec and Ontario per year, and increased the efficiency of their claims processing by 80%. An automated data collection system for Simplinsur's national performance indicators reduced time spent on that task by 30%. Finally, the new systems eliminated the need for manual data entry, saving an annual 300 hours of work. After implementing all these changes, Simplinsur now has

Thanks to a robust digital infrastructure, Simplinsur is well-positioned to respond to all the insurance needs of its 8,000 mortgage brokers.