

Coforge

Coforge InsurForge

Digital Distribution Platform

Use case context

A reference framework to enable agile distribution with support for customizable variations for both Insurance Products and Programs business

InsurForge Framework provides a digital distribution platform that enables rapid templated solutions for Producers to create, configure, and sell products

NEEDS

- Insureds look for personalized / relevant coverages that are holistic in nature and are combined as one product
- Need to create tailored new products or services from existing capabilities that are rapidly customized for niche groups to meet the unique expectations and risk needs of these groups
- Increase Producer productivity by digital platforms that provide intuitive quote-to-bind features with workflows and automation, online information of products, self-service capabilities for insureds

FEATURES

- **Product Configurator:** Industry blueprints to configure and define the Product attributes and combinations to serve the unique group
- **Rater capability** with ability for business to configure rating rules for new products and modify existing ones by adjusting rating rules
- **Ability to maintain versions of different configurations** added over time
- **Digital engagement platform** with personalization and marketing capabilities
- A non-programmatic way to **author and publish content**, update configurations (configuration driven behavior)
- Multi-site capability to support launch of products and microsites along with multi-lingual support and dynamic forms
- Integration capability to securely connect with internal apps, external partner services including payment gateways

BENEFITS

- Fast time to market when launching new Programs
- Digital platform will deliver excellent customer experience
- Greater distribution reach
- Increased sales
- Reduce manual effort on Producers to support existing customers and free them to create new Programs
- Use shared technology foundation and reduce technical debt
- Reduce cost of business with increased efficiency
- Use content to generate leads on digital channels
- Deliver ease of doing business for partners and customers

High level view of Digital Distribution enablers

A combination of capabilities addressing specific needs

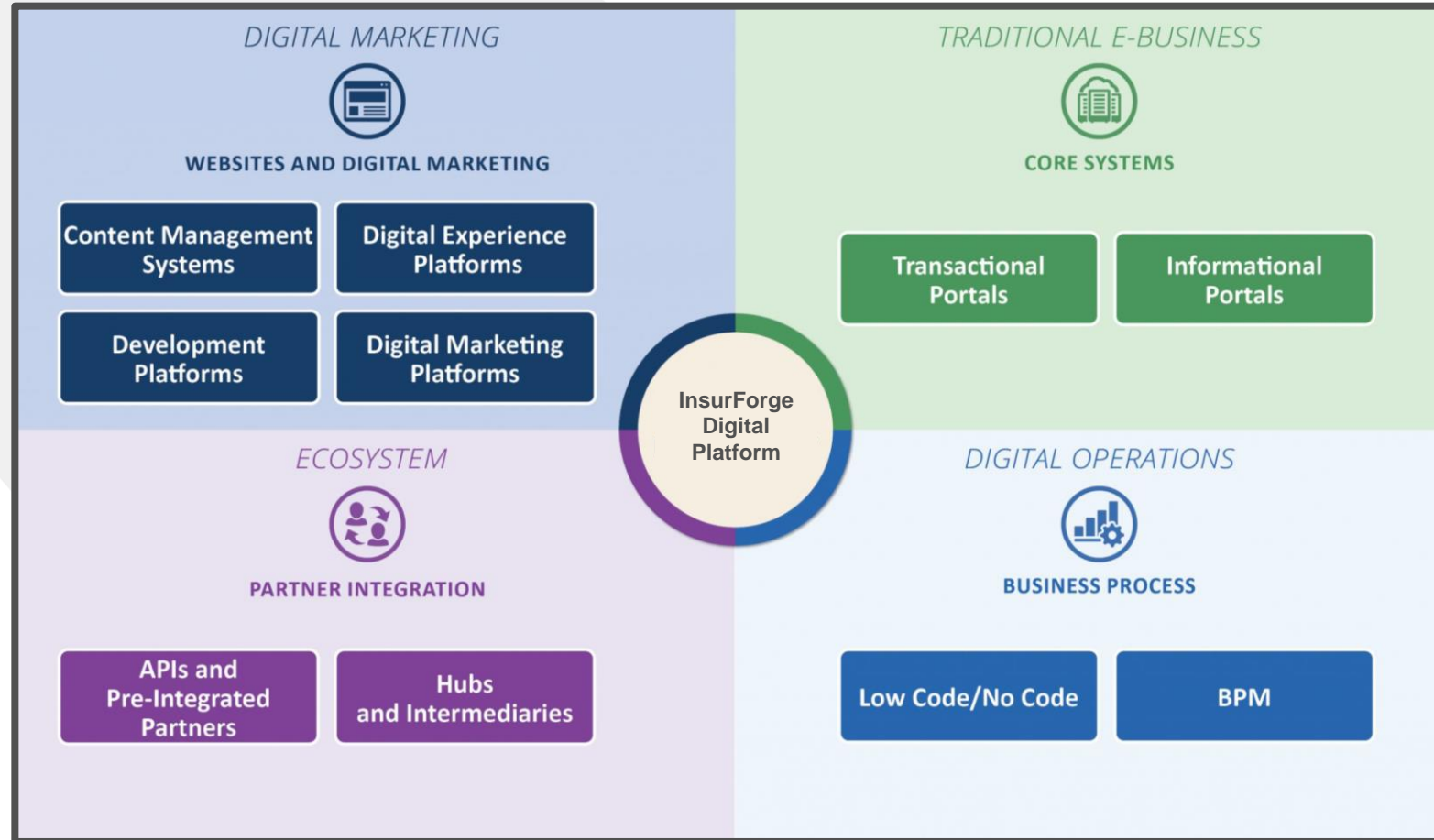
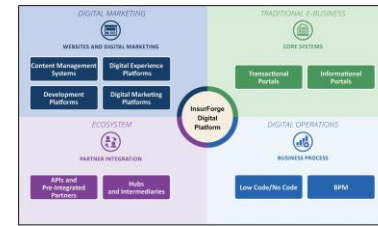


Illustration adapted from Digital Platforms in Insurance – Novarica

Coforge's InsurForge Framework - Demo

A combination of capabilities addressing specific needs



product configuration
marketing + distribution



 
tailored propositions

B2B | B2B2C | D2C



Data – combine feeds to **create structured information**

AI – ML to identify **trends** and **decision making**

External Data integration to **augment insights and enable decisions**

Cloud – Cloud Native Solution built for Resilience

Key capabilities – Digital Engagement Platform

HOME ABOUT US FAQ NOTIFICATION (2) ▾

1 Client 2 Application 3 Coverage 4 Review 5 Payment 6 Certificate

General

Since when are you a member of the association?

Effective Date Insurance Policy?

Email

Phone

Address

Address Line 1

Province

Suite

Address Line 2

City

Postcode

Was any time, you can communicate with one of our brokers who can provide you with additional information or advice regarding this insurance program. Contact Mr. David Thibault at 1-800-465-2842 or by email at dthibault@bfcanada.ca

Previous Next

HOME ABOUT US FAQ NOTIFICATION (2) ▾

1 Client 2 Application 3 Coverage 4 Review 5 Payment 6 Certificate

Applicant Information

What are your annual professional fees?

What % is the of your activities earned outside of Canada?

What is the location(s) of your practice? *

Massage therapy center Personal residence Spa/Care Centers

Rented local Home's Client

Previous Next

HOME ABOUT US FAQ NOTIFICATION (2) ▾

1 Client 2 Application 3 Coverage 4 Review 5 Payment 6 Certificate

Activities

Profession type (please indicate only those for which you require insurance. Some activities will create a surcharge of your premium) *

Iridology Acupressure Chair Massage Hypnotherapy Cupping Kinesiology

Hydrotherapy Pilates Crystal Healing Foot Care Biofeedback Tai Chi / Qi Gong Aqua-fitness

Detox Herbology Chinese Medicine Homeotherapy Ionization Nutritional Consulting Orthotherapy

Bowen Therapy Chiropractic Gua Sha Heat Treatment Laser Acupuncture Moxibustion Physiotherapy Acupuncture

Previous Next

HOME ABOUT US FAQ NOTIFICATION (2) ▾

1 Client 2 Application 3 Coverage 4 Review 5 Payment 6 Certificate

Rate & Coverage

Basic	Most Popular	Platinum
\$115 / per year	\$135 / per year	\$185 / per year
Coverage Limits Per Claim \$100,000	Coverage Limits Per Claim \$100,000	Coverage Limits Per Claim \$100,000
Policy Aggregate \$100,000	Policy Aggregate \$200,000	Policy Aggregate \$300,000
\$7 / pro rated	\$8 / pro rated	\$11 / pro rated
Select	Selected	Select

Deliver engaging experiences for your customers and channel partners across multiple digital channels

Provide a way for business to author and publish content, update configurations without IT involvement

With the digital foundation, quickly introduce new products or modify existing ones to suit ever-changing market needs

Ability to author and documents/certificates with dynamic placeholders, rules for different products

HOME ABOUT US FAQ NOTIFICATION (2) ▾

1 Client 2 Application 3 Coverage 4 Review 5 Payment 6 Certificate

Underwriting Questions

1. In the past 6 (six) years did you file any claims in regards of your professional services, general liability or property insurance or are you aware of any situation that could give rise to a claim ?

Yes No

2. Total number of claims?

3. Total amount claimed?

4. Does claim belongs to Professional Liability?

Yes No

5. Total amount claimed under Professional Liability?

Best in class DX Platform (Content, Personalization, Marketing)

Broker Services

Unparalleled user experience delivered across any channel for internal, B2B and B2C users

Client Branded and Direct to Customer



Broker Branded Portal A



New Territory Branded Portal



NLP/AI support

Artificial Solutions / Lex / MS Bot Framework

Omni-Channel

Web

Mobile Web

Mobile Native

Email, etc....

Social

Print

Federated

Automated testing and optimisation

Underwriter

Actuary

Risk Assessor

Sr. Mgmt. User

A range of functionality designed to help your business drive efficiency and enhanced services across all areas of the business. The portal can provide the best user experience when engaging with all internal and 3rd party systems.

Content Mgmt

- Web Content Management
- Multi-lingual/ Translation Support
- Multi-site/brand

Design

- Flexible workflows and forms
- Personalised dashboards
- Modular designs
- Store fronts/template libraries

Personalisation

- Persona and profiling Mgmt.
- Experience analytics
- Rules based and adaptive personalisation
- Machine learning personalisation

Context Marketing

- Campaign Creator
- Social connect/ marketing
- Federated experience
- Email experience
- Print experience

Commerce

- Pricing and promotions engine
- Order management
- Digital goods

DMS

- Pricing and promotions engine
- Order management
- Digital goods

DMS Mgmt

- Secured Messaging
- Live Chat & Video
- Co-browsing Bot (Partner enabled)

Analytics & Machine Learning

Insights

Decisions

Automation

Universal Connectors

Customer Data (demographics, transactional, technographics, online behaviours, etc...)

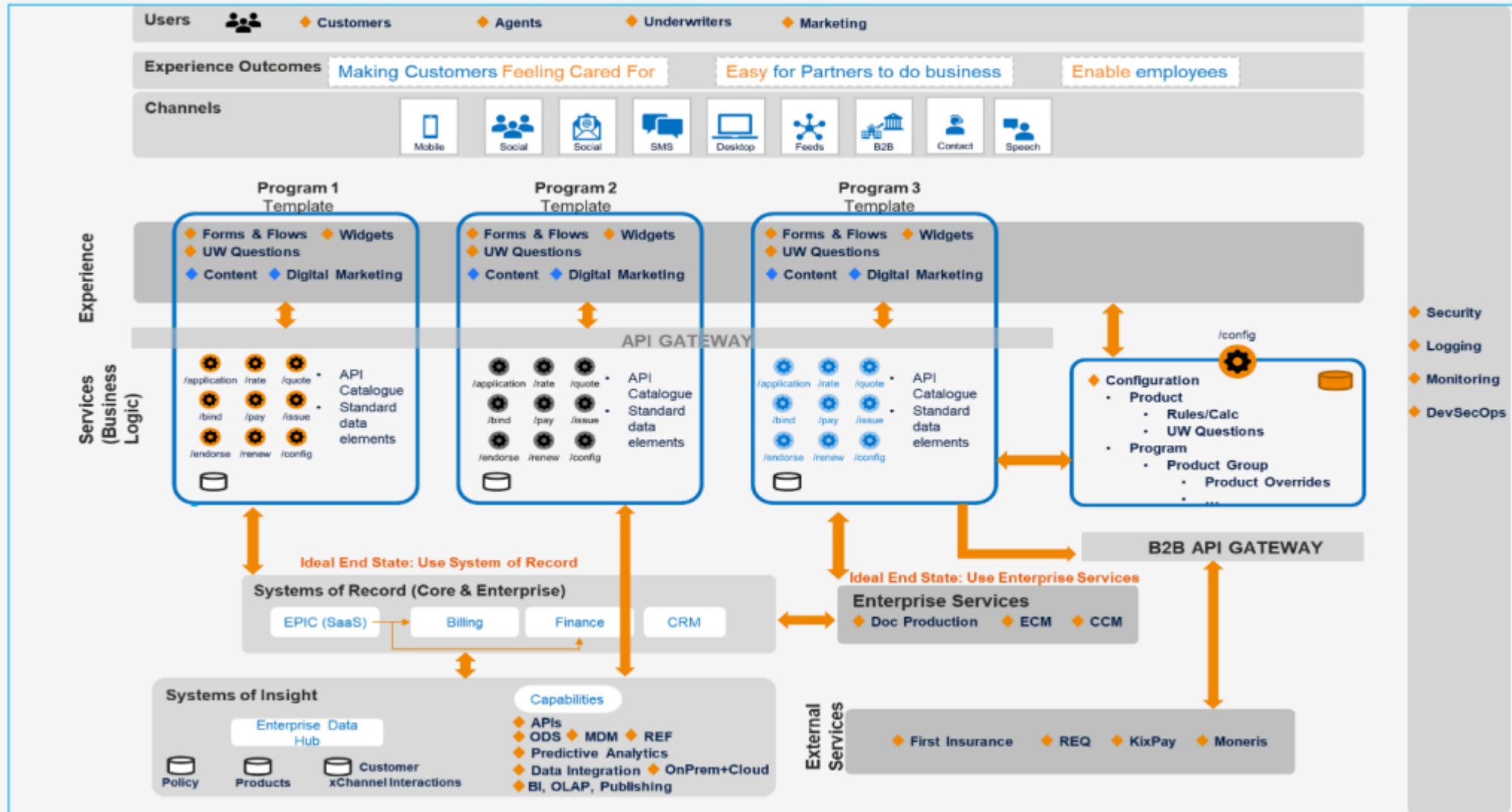
Services/ 3rd party Integrations

Easy integration across all enterprise services and systems and external 3rd party partnerships.

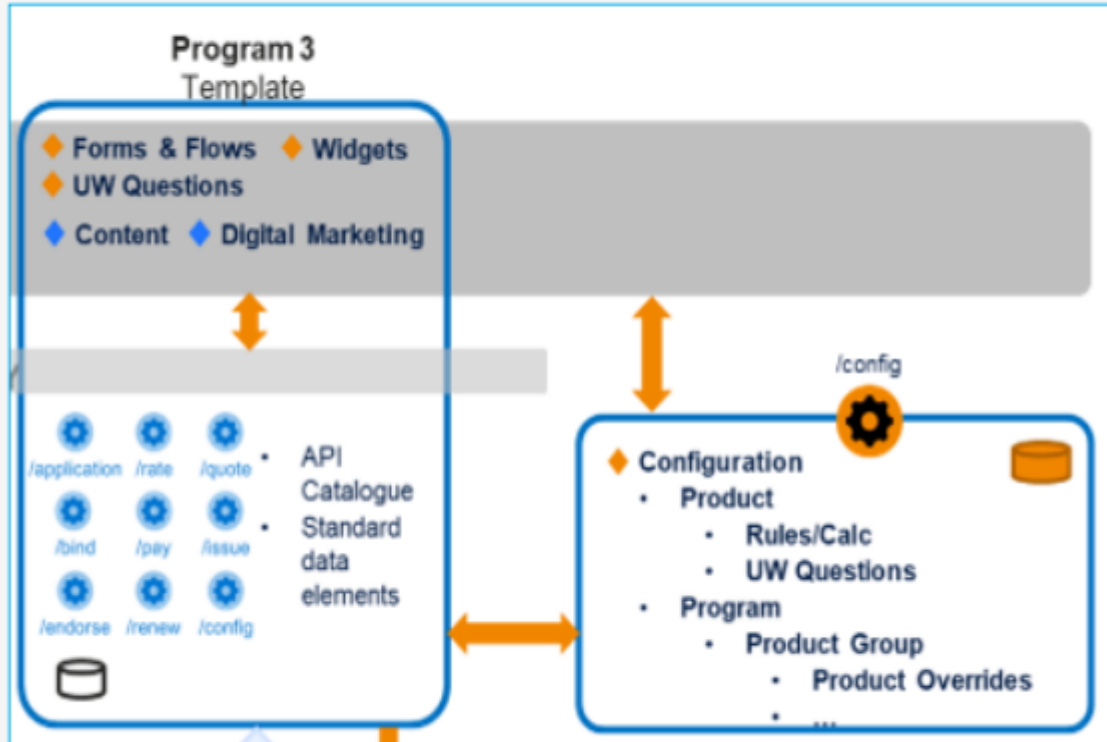
OS
S
P
A
R



Reference Architecture (Portal-API-Configurator)



Blueprint to enable fast customization



Blueprinting (the Core)

A platform centric approach provides the ability to launch new programs faster with reduced cost and risk. To do this, it is important to have an approach to have the **right abstraction** that can serve as a base for launching newer programs by providing the **right balance of configuration and customization**. Having developed numerous platform-based projects in the past, Coforge will contribute best practices to every new customer. We refer to the practice of creating Templates as Blueprinting.

Visual way to configure Underwriting questions

The screenshot displays a visual configuration tool for underwriting questions. On the left, a sidebar lists various input types: Single Input, Checkbox, Radiogroup, Dropdown, Comment, Rating, Image pick..., Boolean, Image, HTML, Signature..., Expression..., File, Menu (stn...), Matrix (stn...), Matrix (dy...), Multiple L..., Panel, and Panel (dyn...). The main workspace shows three sample questions with radio button options for 'Yes' and 'No'. The right-hand configuration panel for a selected question (labeled '-panel1') includes the following settings:

- Read Only:
- Is required?:
- State: default
- Logic: (dropdown)
- Visible If: {association} == yes
- Build / Edit buttons
- Please enter/select the value: Yes
- Remove button
- Add condition button
- Enable If: Expression is empty
- Layout: (dropdown)

Configurable UW Questions

Our solution with support fully-customizable forms with underwriter questions per program that seamlessly integrate into our application.

- Activities to do for generating dynamic questions
- Create/modify a questionnaire definition with configurable UI.
- User can add logical condition on question output.
- Add questionnaire definition script to our configurable tool (hyperon)
- Associate questionnaire with quote workflow and corresponding program