

## Alptis

### Digital transformation “insures” high-quality user experience at Alptis insurance



Alptis offers individuals, independent workers and companies personal insurance solutions for: health (complementary health and hospitalization), disability/death (work stoppage, disability, death, funeral expenses, dependents and general expenses), loans, and savings retirement. With more than 766,000 insurance contracts managed for 450,000 people covered, the group issued 268 million euros in premiums in 2016.

#### About the Bonita implementation

Alptis' insurance businesses are constantly evolving and, in this rapidly changing environment, innovation is becoming crucial. It is essential to link information about customers with the multiple operations carried out by the various service providers [brokers, insurance providers, banks, etc.] involved in end-to-end processes.

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The agile approach was chosen to deploy BPM. At Alptis, we found that this approach has already brought us a lot in terms of project management and business / IT communication. It allows us to enhance experimentation and offer project teams the opportunity to go through regular testing phases of the products being designed. Moreover, it allows us to adapt continuously, to the needs of our customers.

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Véronique Pachoud le Floch

Alptis CIO

Alptis' digital transformation objective was to ultimately offer the client more flexibility and transparency in process interactions, and respond to them faster and more accurately.

They wanted to shift their focus to place the customer experience of clients and partners at the heart of their attention and therefore their information system.

# Objectives

## Challenges

- Extend the existing information system (IS) to be able to respond to new challenges:
  - ✓ faster time-to-market
  - ✓ accommodate multi-channel access (via phone, e-mail, chat, post, social networks such as Facebook and Twitter)
- Transform existing critical processes into service-oriented applications
- Integrate the insurance broker partners' enrollments with Alptis' own information systems
- Provide end users – broker partners and employees – with a consistent, smooth, and transparent experience, both for sales and after-sales service

## Outcomes

“ We moved from a siloed application development approach to a multidimensional, multidisciplinary cross-disciplinary development approach. Today, we are using the BPM platform as a collaborative platform for our development teams, allowing them the initiative to organize development around customer needs. ”

Véronique Pachoud

Alptis CIO

## Benefits

- Improved performance at all levels of activity: deadlines, management of resources, compliance with regulations, monitoring
- Better security in processes
- User-friendly user interfaces which hide the complex interactions among the elements of the information systems
- Easier to deploy changes and new processes to respond to business innovations
- Greater fluidity and consistency in the exchange and sharing of information, to enrich customer knowledge, make work easier for employees and improve customer service