

Multiasistencia

Comprehensive and customized claims management for a variety of insurance clients with Bonita



Multiasistencia is a Spanish multinational company specialising in the management and repair of claims for the home, businesses and communities for insurance companies. It also provides services in the home for utilities (installing, checking and maintaining, etc.), and offers value-added solutions through loyalty programmes based on services that complement products in the insurance, banking and utilities sectors, among others.

About this implementation

Multiasistencia used Bonita to implement a digital transformation initiative – to make their processes visible and easily adaptable, and to better organize how they develop new products.

“ Using Bonita to manage business processes, it is now possible to promote digitization as one of the axes of our business strategy. We have added value as that we are no longer working with isolated services. Our more complex processes give continuity to the business. ”

Luis Morcuende

Manager of software development and innovation, Multiasistencia

Multiasistencia needed to:

- Break silos and integrate product development across business lines
- Be able to develop products that are easily adaptable to the different cases of their client insurers, including unique user interfaces for each client

Objectives

Challenges

There was not much visibility into the business processes. There were some isolated service silos that were difficult to coordinate or organize, which in turn made it difficult to customize processes and user experiences for different insurance companies (and other clients).

Outcomes

Using their Bonita solution for digital transformation, Multiasistencia has been able to open up two major strategic avenues within the business. Digitization has allowed them to shift from having isolated value-added services to more complex processes that bring continuity to the business.

Benefits

- Products can be created faster, without depending on internal code development.
- Processes are now visible to the company's business personnel.
- It is much easier to present client-requested products and projects from different businesses.

Continex, based in Madrid, is a technology company that specializes in providing digital solutions and value added services for Digital Transformation of enterprises (Banking, Insurance, Industry, Telecommunications, Media and Utilities) and public administration. Continex has broad experience in the development of software adapted to the needs of customers, consulting, development, implementation of solutions, systems integration, outsourcing and sale of hardware products. Continex has successful references in the insurance sector, among others.

“ Working only with an internal team can limit strategic vision and product evolution, so it is important to have a partner like Continex who has a complete vision, a roadmap and the ability to support and inform the team in the different stages of product development. ”

Luis Morcuende

Manager of software development and innovation,
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