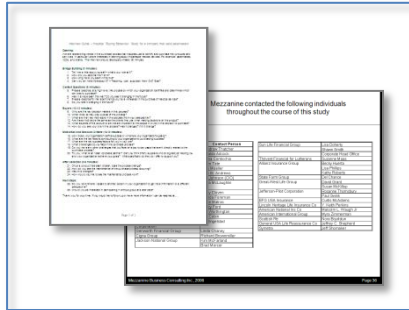


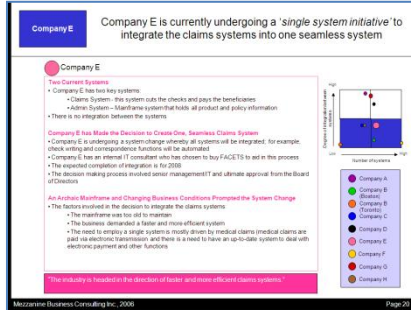
Mezzanine helped a leading IT consultancy understand buyer behaviour for a new product in the insurance industry in Canada.

Buyer Behaviour in Large Insurance Companies

Interview Template and Targets



Best Practice Profile



Challenge

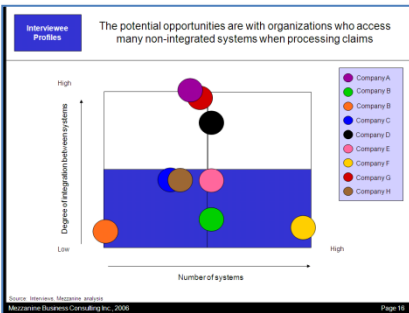
A leading IT consultancy had developed a customized software for insurance claims processing. The consultancy wanted to evaluate the market potential of an off-the-shelf version of the software.

Solution

In collaboration with the client, Mezzanine identified the top 20 insurance claims processors by volume. The team developed an interview framework for conducting research among the heads of claims processing in the largest claims processors.

A best practices assessment was conducted, providing results back to the participants. Best practices in use of software for claims processing were identified as well as trends in use of software in various environments.

Positioning of Major Processors



Potential for Off the Shelf Software

Sales Preparation

Client's experience and expertise in the life insurance industry is important to establish credibility in the eyes of a prospect

- When promoting any type of system to the claims department, it is crucial to be mindful of the major challenges associated with current claims systems and the corresponding requirements for new systems

Challenges Facing Claims Systems	Key Claims Systems Requirements
Claims Systems are Dated	The functionality should be complete, support all lines of business, and be easily integrated
User Interfaces are not Intuitive	Provide mouse and keyboard-only navigation, role-based security, online help, error correction
Integration is difficult to implement and maintain	Follow documented implementation methodology and ensure robust knowledge transfer between vendor and client
Business Rules are Inflexible	Rules engine to adapt to any change in business rules
Client/server systems do not fit a distributed workforce	Service-oriented architecture should support fax, email, phone, paper and online sources

Result

Based on the assessment, the client gained clarity on the trends in insurance claims processing and the key needs of processing department leaders. Mezzanine and the client were asked to present their findings from the best practices assessment at the national insurance industry conference following completion of the study.