

Asynchrony Solutions transforms informational web site into dynamic e-commerce and customer service portal

GREAT AMERICAN INSURANCE COMPANY EXPANDS ONLINE QUOTING

CLIENT CHALLENGE

Great American Insurance Companies (GAIC), the 22nd-largest property and casualty insurance group in the United States, is the flagship subsidiary of American Financial Group (AFG).

GAIC was looking to significantly expand its online auto-policy quoting and contract-binding capabilities. The existing system used for insurance-policy administration lacked the functionality required to support policy creation through the worldwide web.

ASYNCHRONY APPROACH

Working with several pre-existing systems and “as-is” and “to-be” business processes, Asynchrony designed and developed middle-tier components that provide the functionality required to contractually bind a customer to an insurance policy on-line.

This solution completely met GAIC's requirements at a fraction of the cost and time it would have taken to recreate its legacy systems more compatible with a Service-Oriented Architecture.

Asynchrony built components with Microsoft technologies and implemented XML-based interfaces. The delivered functionality included:

- Verification and validation of a customer's address.

- Extraction and verification of vehicle information from a Vehicle Identification Number (VIN).
- Retrieval of Motor Vehicle Records (MVRs) and Claims Losses and Underwriters Evaluations (CLUEs) from a commercially available information portal.

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RESULTS

Within 12 weeks, Asynchrony delivered the components for use by GAIC. These components are viewed as critical to the success of GAIC's online insurance strategy and are facilitating the corporation's e-business re-engineering efforts.

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