

From Application to Customer-Centric Organisation



Profile:

KLP Skadeforsikring is a full service non-life insurance company offering insurance solutions to municipalities and companies/institutions.

In the course of only few years the company has built up a competent organization matched to the task. More than 360 of Norway's municipalities and more than 1,300 companies and institutions are customers today.

KLP Skadeforsikring is a wholly owned subsidiary of Kommunal Landspensjonskasse – one of Norway's largest life insurance companies with total assets of NOK 190.7 billion. The company provides pension, financing and insurance services to the local government sector and the state health enterprises as well as to businesses both in the public and the private sectors.

www.klp.no/english

"TIA offered the best mix of price, functionality, future flexibility and implementation speed – and obviously the TIA company represents an insurance solution provider which will also be around tomorrow."

- CEO Hans Martin Hovden, KLP

A Norwegian market leader

KLP is one of Norway's leading providers of municipal non-life insurance to the public sector, using the TIA Solution as a driver for transforming itself from an application-driven organization to an information and customer-centric organization.

Isolated data was replaced with easily shared information across the organization, leveraging collaboration and transparency across different product lines within the KLP Group. The TIA Solution gave KLP a cost-effective and easily managed platform that fully supports its entrance into the private market.

"Traditionally we focused on the employees of the local government sector. We're a big player on the market. Consequently, to create the growth we needed to gain a foothold in the private market we focused on the employees of the public sector as well.

To do so, KLP needed a fresh go-to-market approach with a new customer-centric profile," concludes Hans Martin Hovden, CEO of KLP Skadeforsikring.

Shifting up a gear

The change in focus of KLP's business activities and implementation of multiple sales channels put new demands on its IT platform. KLP needed a system that allowed it to respond to business requirements in an up-to-date manner.

"The previous system isolated our company data into local silos. What we needed was information and relevant processes alike to be easily shared across the enterprise," Hans Martin Hovden says. "We also wanted a cross-system customer web-based front-end that could integrate with our existing tools."

Why TIA?

TIA managed to meet KLP's demands at low costs. Future security of supply mattered as well.

"TIA offered the best mix of price, functionality, future flexibility and implementation speed – and obviously the TIA company represents an insurance application provider which will also be around tomorrow," says Hans Martin Hovden.

Customer story: KLP

"The web front-end makes it easy to add and change products and information. That's extremely important to us".
- CEO Hans Martin Hovden

"Developing the legacy system was never an option since it has become increasingly difficult to find the necessary technological competencies for it," Hans Martin Hovden affirms.



Engaging the customer online

The TIA Solution enables KLP to integrate existing processes and systems with the web, and help the company create intelligent web-based workflows that focus on customer needs. The TIA Solution makes online interaction with customers easy and flexible.

TIA is vital for KLP's go-to-market strategy according to Hans Martin Hovden. "The web front-end makes it easy to add and change products and information. That's extremely important to us," he says. For KLP, the internet represents a critical stepping stone for an intensified exposure of a more market-oriented KLP. "In the near future, we will surely see new opportunities to reach out to a wider audience with our new profile." Hans Martin Hovden says.

For Hans Martin Hovden there are several significant advantages of choosing TIA: "The solution enables KLP to create a modern, easily maintained client/server environment, optimizing the information flow across the enterprise. The dynamic, controlled flow of information and processes TIA offers us is key," he says.

Excellent relationship

"The chemistry between KLP and the TIA experts is very good. We are the first insurance company in Norway to implement the TIA Solution, so I am happy to note that TIA established a Nordic User Group community for Norwegian, Swedish and Finnish insurance companies. I'm looking forward to joining the seminars, and share TIA experiences and ideas with other TIA Users and TIA representatives."

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