

Customer story: Konzept und Marketing Gruppe (K&M)

Adding value to policies: K&M optimizes inventory management with TIA



Profile:

A leading insurance services provider, K&M has experienced continuous growth since its foundation in 2001. The company's 80 employees manage over 180,000 active exposures. Over 5,000 independent agents are convinced by K&M's products and services.

www.k-m.info

K&M develops entirely in-house products in the fields of private property, liability and accident insurance, which it sells through independent insurance brokers in collaboration with well-known insurance firms such as Zurich, Gothaer and VolkswahlBund.

Service and maintenance for these in-house applications was getting more and more difficult. The situation was exacerbated by an increasing number of legal constraints and regulatory requirements. As a result, the company decided to implement a standard software platform to replace the existing inventory management solution and several other systems.

Ultimately, K&M chose an integrated solution from TIA Technology, a highly

experienced provider of applications for indemnity, casualty and multi-line insurance.

Mario Brehme, General Manager at K&M, says:

"The main advantage of TIA's software was, that it made it easy to customize a range of processes without the challenge of having to program them. The intuitive web interface makes day-to-day business so much easier. And, of course, there is the contract and liability management functionality within the same system, instead of a separate application as you so often see in the market."

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"Other outstanding benefits came to the fore during product implementation – it was much more about configuration as opposed to coding. We were also impressed with the number of references TIA provided and the broad functionality TIA's software provides", said Mario Brehme, giving additional reasons behind the decision.

Automated, centralized correspondence

K&M uses icon to automate the creation of correspondence with policy holders directly from within the customer files. "Integrating TIA and icon allows us to initiate correspondence with our customers from within their digital records. This saves us a great deal of manual work and goes a long way towards automating the correspondence process", explained Mario Brehme.

"In general, this allows us to see all documents relating to a customer in one place", the General Manager added, "making it much easier to see the full history of a transaction than with the previous system."

Further development

TIA's application is used to manage around 140,000 active contracts. Policies can now be created fully automatically and even online, making the brokers' work much easier. Mario Brehme sees a decisive benefit right here, as it allows K&M to make a competitive leap forward. And thanks to the new system's web functionality, remote auditing will also be possible in the future.

With all that said, however, Mario Brehme and his team believe that the greatest advantage of all lies in the system's flexibility when developing in-house concepts:

"We will now be able to implement new ideas from our product management team much quicker than before. Developing new insurance products will take a fraction of the time it used to."

About Konzept & Marketing GmbH

Konzept & Marketing is a modern service provider in the insurance market. For more than 12 years the company has been developing, administering and marketing innovative insurance concepts in the fields of property, liability and accident insurance. The company's 80 employees manage over 180,000 active exposures. Over 5,000 independent agents are convinced by K&M's products and services. Risk carriers for K&M's products include famous names such as Zurich Insurance plc and Gothaer Versicherung AG.

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