Green light for a secure and fast insurance-protection

Case Study

Die Mobiliar

Speeding up the CRM core system of Switzerland's largest non-life insurer with the DIMENSIO Power Application

The Swiss Mobiliar Insurance Company Inc. based in Berne is the oldest private insurance company in Switzerland. Its name stands for extensive insurance and provisional insurance as well as service and consulting. Around 80 general agencies ensure proximity to customers and local competency in 160 locations. This leads to over 1.2 million customers trusting the Mobiliar when it comes to their security.

Initial situation

In 2009 the Mobiliar launched the CRM solution Siebel as central sales platform for its field sales force working for the appr. 80 local agencies. Besides supporting the administration of customer and contractual data, the CRM solution has also been implemented to realise marketing activities through targeted campaigns. With the initial utilisation of the platform came disillusion. Reasons for this were to be found in long idle times when running requests on customer data and incidents. This led to poor employee acceptance, workarounds and faulty usage of the system. As classic tuning measures did not affect performance, functionalities provided by the CRM could not be fully implemented.
In 2012 the management board reacted by setting the objective to find a solution with the help of which the speed of daily work processes and down-stream analysis could be sped up. This goal should be reached without further investments into hardware and database infrastructure and with a yearly increase of 20% of the volume processed.

Die Mobiliar

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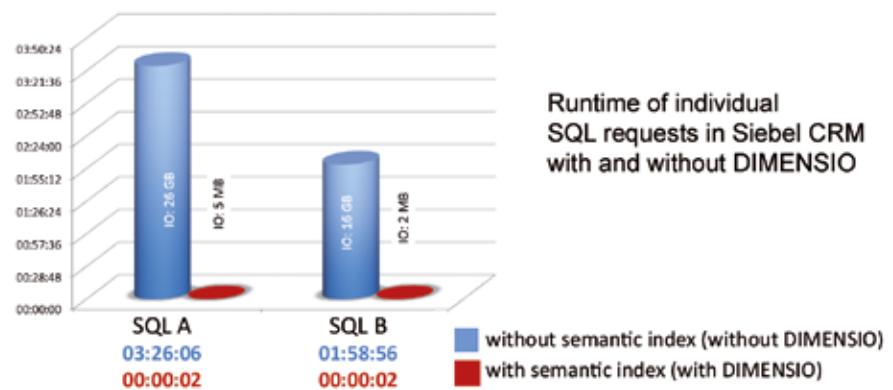**Die Mobiliar**
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Solution

Since the classical database tuning approach KIWI ("Kill It With Iron"), meaning addressing performance issues with faster hardware, remained unsuccessful, the Mobiliar started looking for alternative solutions. The core of the problem was identified in the complexity of the SQL statements. This is where the test of a innovative technology based on semantic clustering and artificial intelligence (AI) provided by dimensio informatics GmbH, has shown to be an impressive remedy to the problem.

The DIMENSIO Power Application is able to massively increase the speed in response times through an autonomously learning indexing technology, recognizing and learning the semantic relation between data autonomously and thus connecting them. Therefore it could be said: "DIMENSIO knows the answer, before you have even asked the question."

The proof-of-concept (POC) with the DIMENSIO Power Application on different application scenarios led to the following impressive results:

The increase in speed on response times when doing a customer segmentation from 3 hours down to approximately 2 seconds, means an increase in speed by the factor of 6,300 while simultaneously reducing IO (server load) from 26 GB to 5 MB, representing a factor of around 6,000 at the same time.

Thomas Baumann (CISA, CRISC),
Die Mobiliar

》 *Up until now, the usage of the CRM was limited by an enormous amount of data to be processed which resulted in long processing times. With DIMENSIO, requests on data experience an enormous gain in speed thus achieving a significant contribution to increasing efficiency within the handling of data.* 《

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Conclusion

The minimal-invasive use of DIMENSIO proved to be the most performing and profitable solution. The request and response times within the CRM are now in the range of seconds, which makes the use of the sales platform possible again. This increases the value of the considerable investment of the Swiss Mobiliar in its CRM platform and the desired functionality and requirements can now be fully rolled out.
In the future DIMENSIO will be further applied for the geographical information systems (GIS) as well. These systems connect maps with databases and enable space-related requests and analyses, i.e. assessing risk coming from natural hazards. With a second-by-second CRM and GIS, the Mobiliar is perfectly positioned for the future, continuing to provide the best and fastest customer service and fostering its position as number 1 amongst the non-life insurers.