ADACTA

EMPOWERING MOTOR INSURANCE SALES CHANNELS WITH A SMART DIGITAL PORTAL

ADINSURE DIGITAL

About the client

Client is a leading insurance-financial group in South-East Europe. The group operates in six countries, offering a comprehensive range of insurance products, including motor, property, life, health and pension, leisure and more.

The challenge

The client focused on modernizing and streamlining its sales processes through digital transformation to boost revenue and sales performance across various channels, such as leasing houses, dealerships, and technical inspection centers. Their existing system was hampered by inefficiencies and a lack of user-friendliness, which hindered operations and customer satisfaction.

The client's **goals** were:

- Modernize and streamline sales workflows to address inefficiencies.
- Enhance usability for a wide range of users.
- Improve customer experiences while maintaining regulatory compliance.

The solution

Adacta developed an agent B2B Sales Portal, delivered through AdInsure. The solution featured:

- A **unified platform** that enabled seamless operations across leasing houses, dealerships, and technical inspection centers, with scalability for future sales channel expansions.
- **Pre-defined Packages:** Simplified offerings (Packages A, B, C) to meet diverse customer needs.
- **Seamless Data Integration:** Integration with existing systems for premium calculations and leasing requirements, including mandatory mini casco coverage.
- **Automated Workflows:** Streamlined processes for sales teams, ensuring compliance and reducing manual input.
- **User-centric design:** Enhanced usability with faster responsiveness, intuitive workflows, and real-time error notifications.

Project results

Adacta's AdInsure solution significantly **improved** client's **motor insurance operations** by delivering:

- Improved productivity for sales teams and leasing partners through automated data retrieval, simplified package selection, and minimal manual input for leasing house transactions.

- An intuitive user experience featuring clear notifications, reliable performance, and comprehensive access to all insurance products via integrated interfaces.

- Built-in compliance with insurance regulations.

- A modern, scalable architecture that supports both cloud and on-premises deployments.

- Seamless access to all insurance products through integration interfaces, ensuring smooth connectivity with stakeholders across the client's ecosystem.

- Rapid customization capabilities within the AdInsure system, allowing adaptation to the client's unique business requirements.

- Quick and efficient functionality rollouts that significantly reduce operational costs.

About Adacta

Adacta is a leading software provider for the insurance industry. Its insurance platform – AdInsure – provides insurance organizations a future-proof way to streamline their operations and processes. The mission is simple: Empower tomorrow's industry leaders to realize their potential through technology. AdInsure has earned recognition from leading research firms, featuring in reports by Gartner, Celent, ISG, and Everest Group, and is praised by clients for enabling faster time to market, improved user experience, and enhanced operational efficiency.