Insurer reduces application processing time from weeks to minutes with Aura Next

A midsize Canadian insurer shrinks the time from application to underwriting from weeks to minutes for life and living benefits products sold across all provinces; achieves an 80% adoption rate of digital platform among 8,000 advisors; and establishes a 50% straight-through processing rate.

The Challenge

Reinventing its entirely manual underwriting and new business process was an imperative for this insurer. Their existing operations involved a network of 8,000 advisors, comprising of independent brokers and managing general agents (MGAs), submitting paper applications to the insurer for manual review by underwriters.

To reduce the risk and inefficiencies posed by its existing processes, they were looking to digitize and automate the application and underwriting decision-making process in order to:

1. Shrink the time from the submission of an application to the issuance of a policy

2. Establish a 50% straight-through processing rate

3. Achieve a 25% adoption rate of the digital platform among the 8,000 advisors

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The Solution

The client turned to RGA to leverage the Aura Next decision management platform.

Phase 1:
RGA created a completely digital, omni-channel experience, enabling point-of-sale decisions for all of the insurer's products. By using Aura Next as the decision management solution, agents received immediate decisions at the point of sale in a high percentage of cases.

Phase 2:
After a successful launch, the team sought to increase the adoption rate of the platform across the advisor population selling its products and increase the rate of straight-through processing. Aura Next and RGA improved the questioning and platform by:

- Redesigning questions to gather more accurate data and improve response rates

- Adjusting the rules based on data from the platform to increase the automatic acceptance of more complex risks

The client could then use the platform as a training tool to increase advisor engagement.

The Results

By leveraging Aura Next's digital platform in its overhauled underwriting process, the insurer shrunk the time from the submission of an application to the issuance of a policy from weeks to minutes and reduced Not in Good Order (NIGO) cases to negligible amounts. The insurer attained an adoption rate of 80 percent among its network of 8,000 advisors, and the rate of straight through processing reached 50 percent for all products – even fully underwritten life insurance products.

Request a demo

About Aura Next™

Aura Next is a decision management platform that enhances underwriting decisions and optimizes outcomes. Delivered by RGA, Aura Next is a global leader in automated underwriting with more than 50 implementations across 40 markets and multiple languages, processing more than 5 million applications annually.