

## ■ THE CHALLENGE

Birla Sun Life Insurance (BSLI) made the strategic decision to grow its market share through various new distribution methods. BSLI was confident in its ability to design products that fit its market and in its marketing and distribution of those products. The question was whether BSLI had the ability to handle the increase in applications. Would the benefits of their efforts result in increased time to issue applications? Would it stress the company's underwriting department to the breaking point?

## ■ THE SOLUTION

BSLI knew that it was time to implement an automated underwriting system that would meet its current and future needs. BSLI evaluated potential vendors based on software functionality, technology, vendor credibility, post-sales service and support, implementation timeframe and total cost. After a thorough review, BSLI chose to integrate RGA's AURA with its own underwriting process.

The scope of implementation included all of BSLI's existing life products and health products, including all types of riders. AURA needed to handle multiple application types, and complete non-medical underwriting, medical underwriting involving full medical reports, and black box and interactive underwriting using reflexive questioning.

|||||

### After AURA went live, BSLI realized quick results:

- 50% of applications approved almost immediately
- Non-medical underwriting decreased from two days to one day
- Volume grew by 100%
- AURA's response time was 2 seconds per case
- No need for additional underwriters

