

IBM  
*WebSphere Matchmaking Environment*

Dynamic Insurance Product  
Configuration

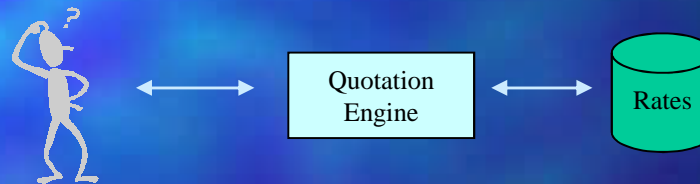
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# Business Issues

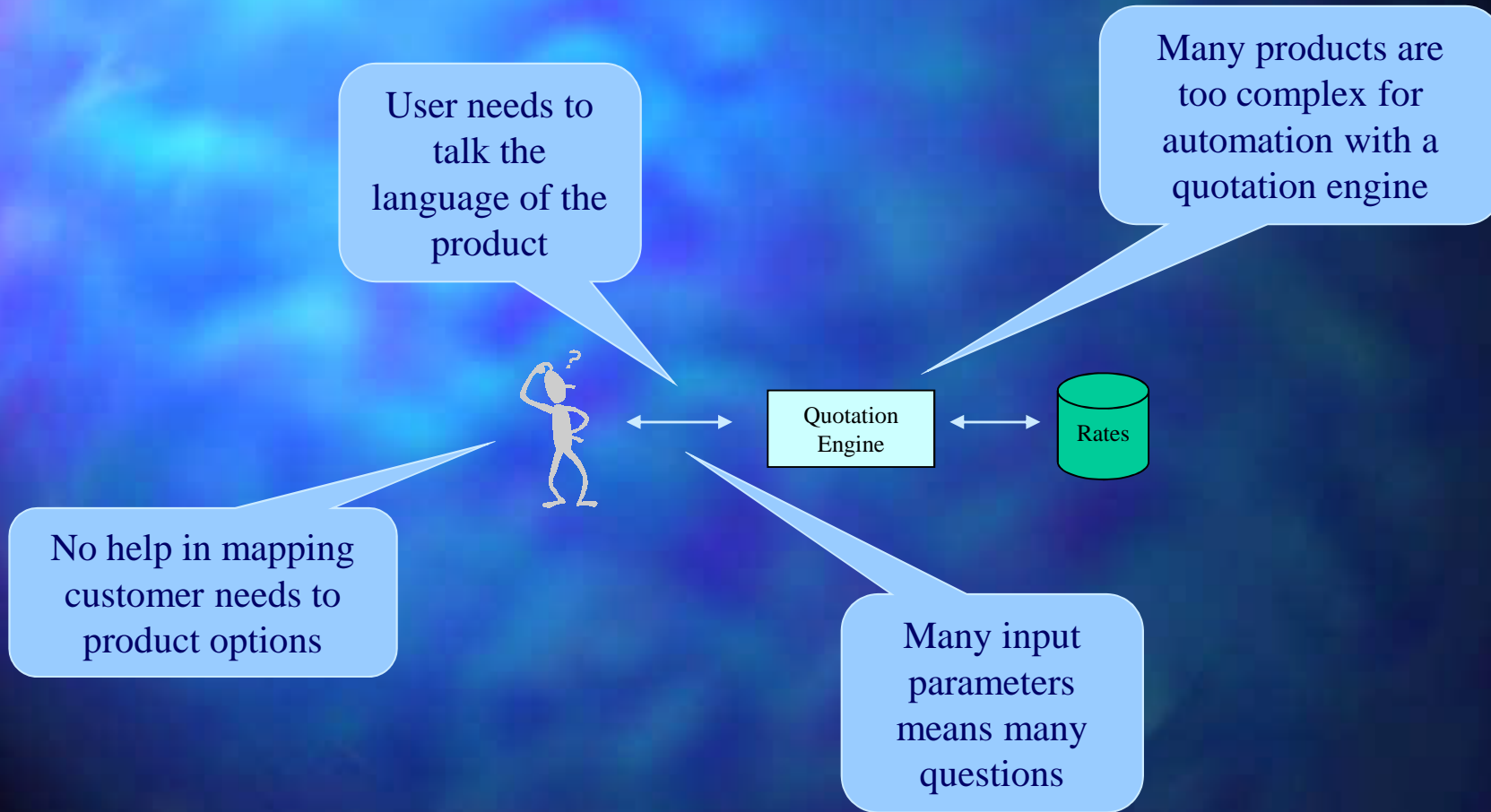
- Reduce the cost of selling insurance
  - using automation technology, even for complex products
- Improve customer service
  - bridging the language gap between customer needs and product features
  - using mass customization technology to personalize offers
- Address a wider range of customer needs
  - dynamically composing offers from product components
- Improve portfolio management
  - using tools for customer and product information modeling
  - integrating the sales & marketing system with the back office

# Typical solution to automate quotations

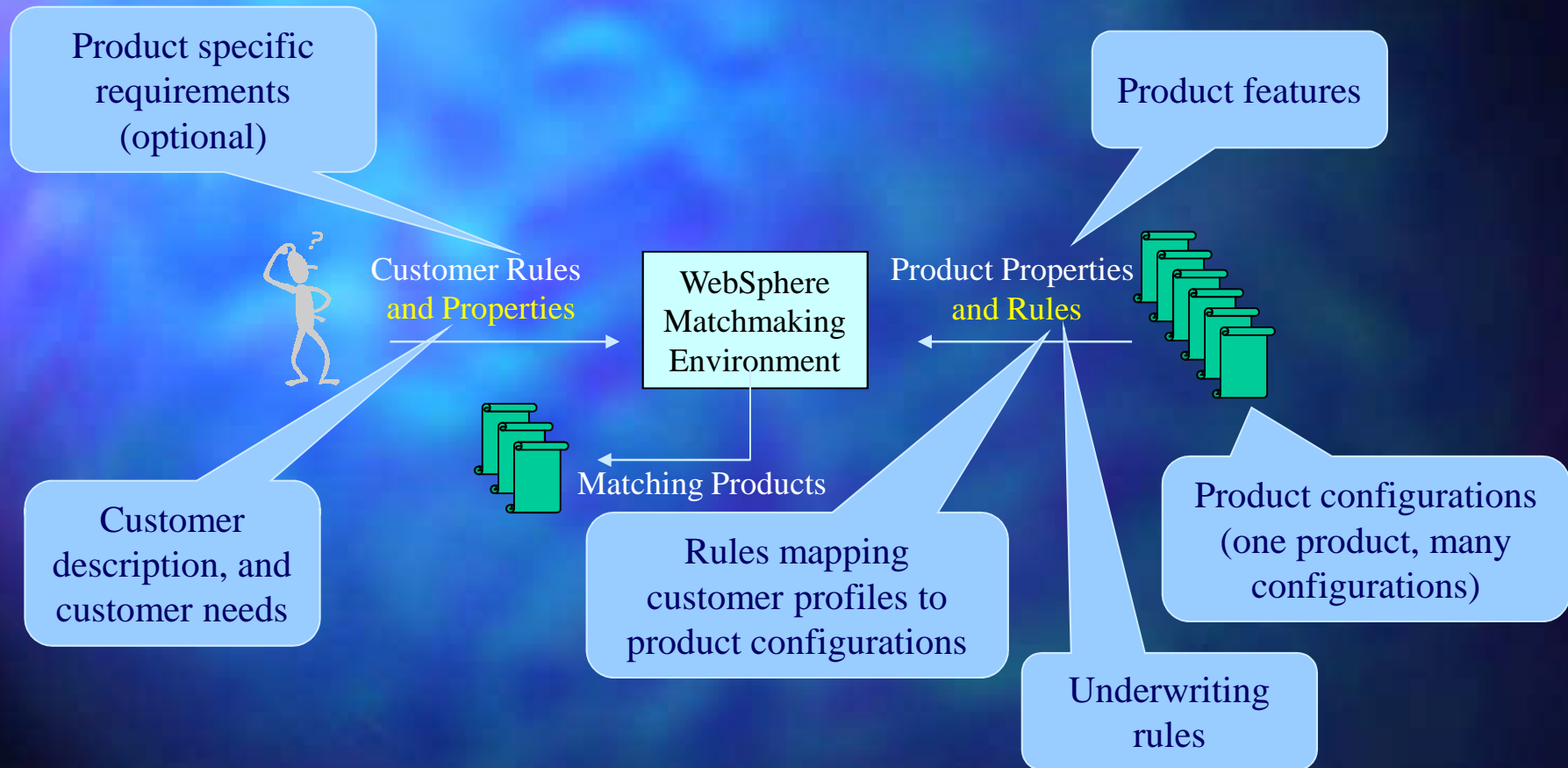
- User (sales person, agent, broker, direct customer) talks to quotation engine



# Problems



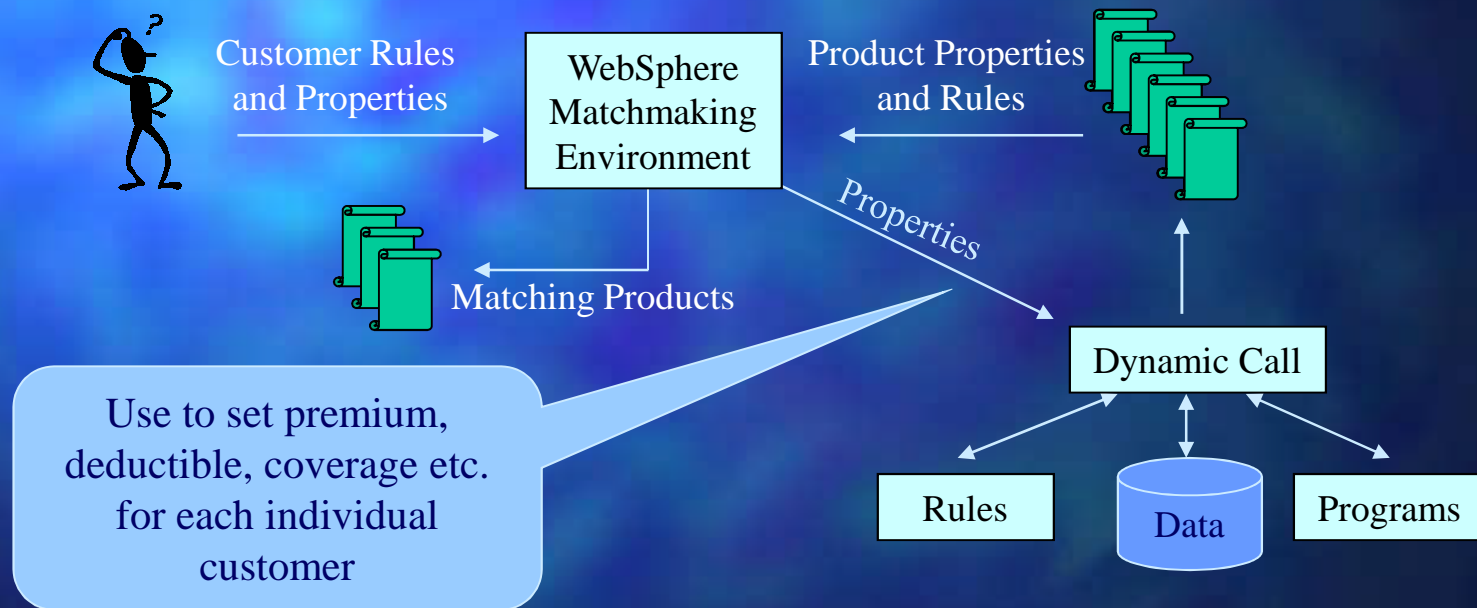
# Symmetric Matchmaking



Addressing micro market segments

Dialogue about needs, not product features

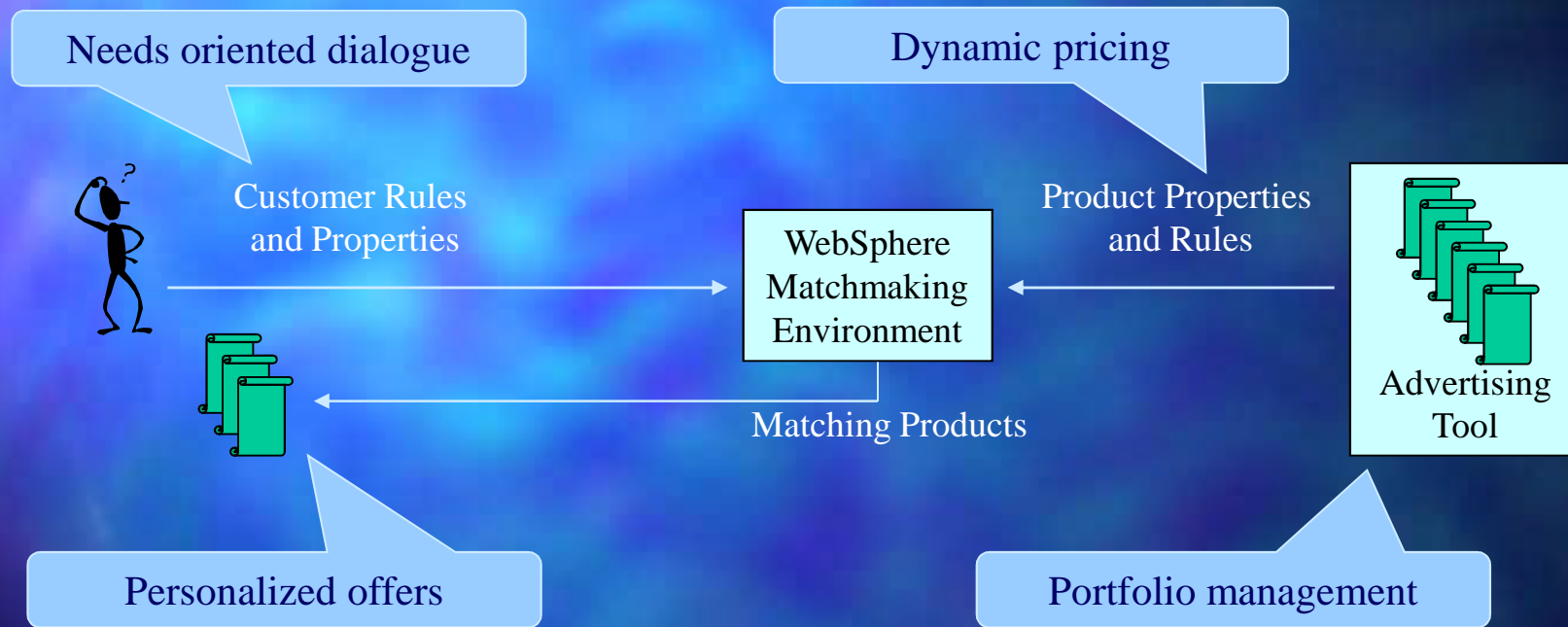
# Dynamic Properties



Addressing a market of one

# Solution Scenarios

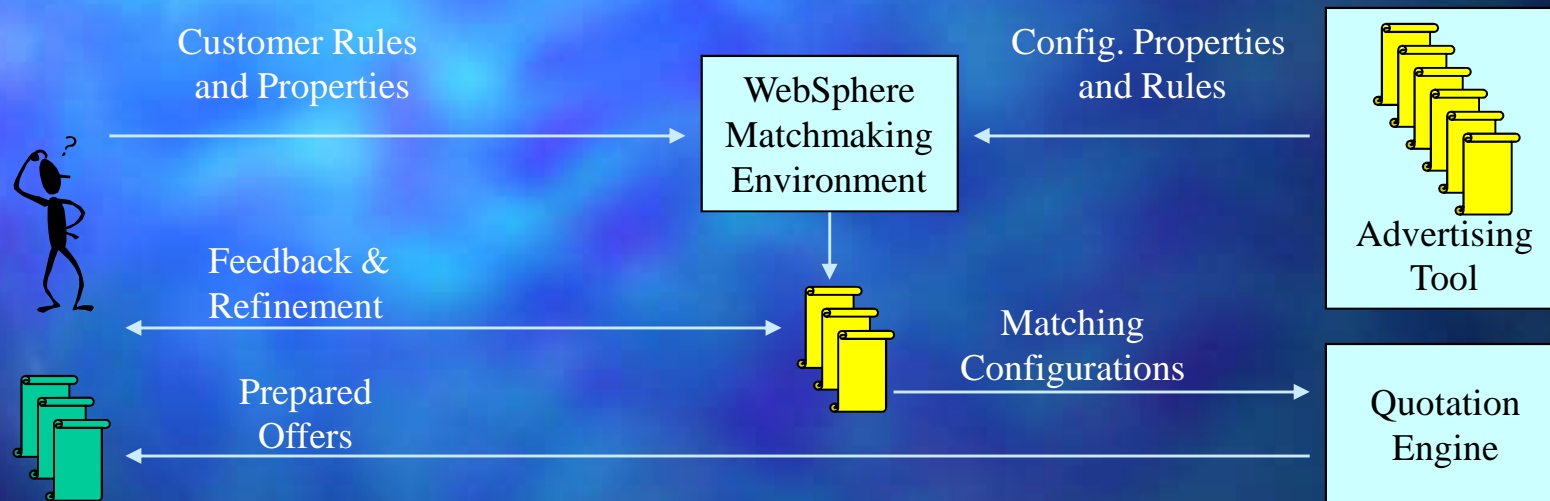
# Complex product, simple pricing



Examples include Travel, Personal Accident

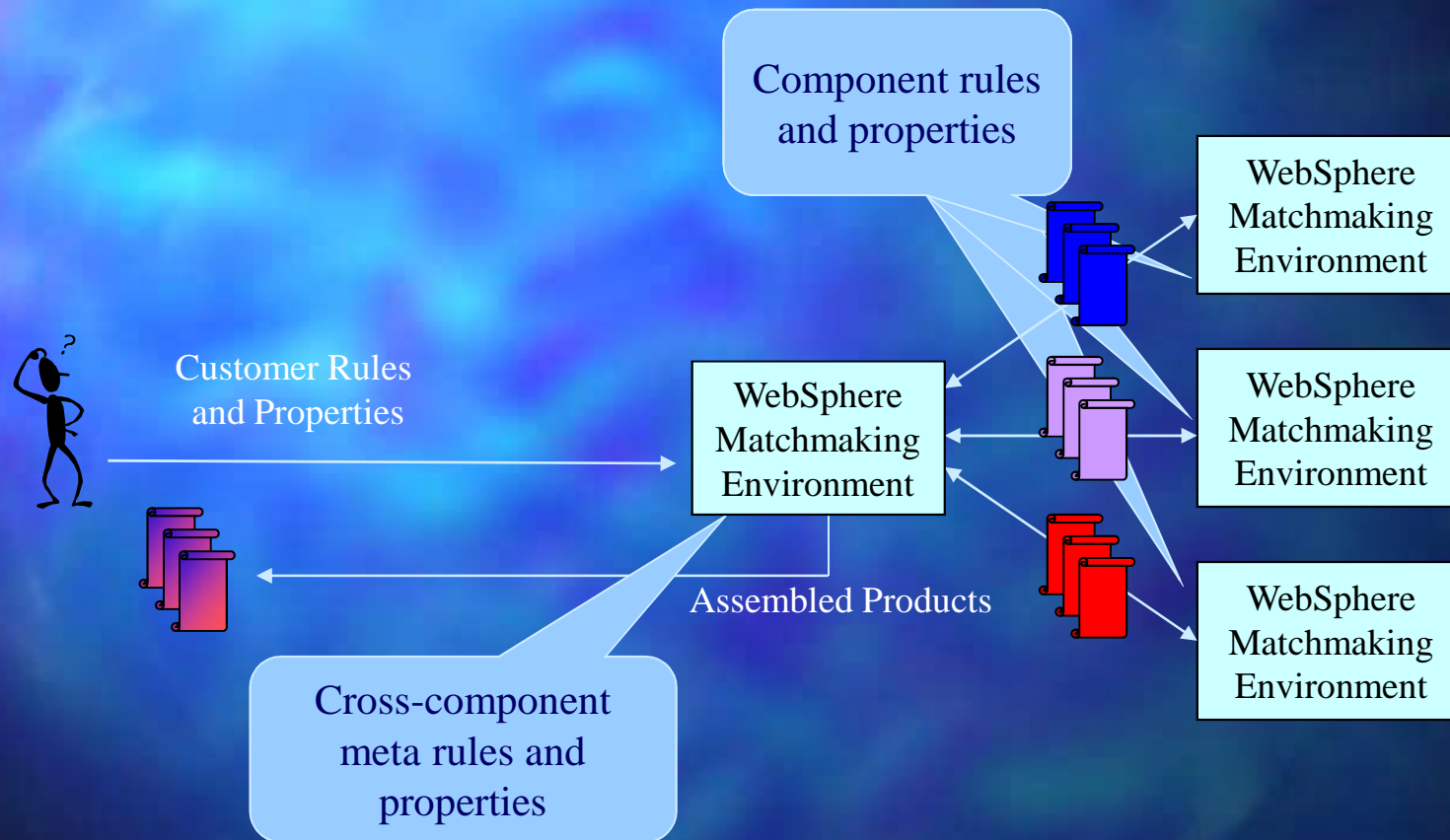


# Complex product, complex pricing



Examples include Car and Life products

# Product Components



Examples include Commercial Lines, Wealth Management

# IBM's WebSphere Matchmaking Environment

- can automate the quotation process, even for complex insurance products
- can bridge the gap between customer needs and produce features
- offers mass customization via dynamic personalization of any product feature
- can dynamically compose offers from components
- can draw together complementary components from partner organizations
- has a suite of tools for modeling the information exchange between customers and product providers
- facilitates the integration of the sales and marketing system with the back office

# Potential end-users

- Sales, call center and underwriting staff
- sales agents
- independent agents and brokers
- direct customers



# IBM *WebSphere Matchmaking Environment*

- Client interfaces available:
  - standard browser-based client
  - WebSphere Portal
  - WebSphere Commerce
  - Web Services (SOAP, XML) for integration with existing applications
- Integration with third party systems
  - Customer databases and other CRM systems
  - Quotation engines
  - 3rd party information providers
- Key features
  - symmetric multi-attribute matchmaking
  - progressive revelation of information
  - dynamic offers
  - multi-attribute decision support
  - distributed architecture

Need more information?

- [www.zurich.ibm.com/wme](http://www.zurich.ibm.com/wme)