



**THEROS IMPLEMENTS  
SALES PROCESS INTEGRATED  
WITH BANKING WORKFLOWS  
FOR AN AUTO INSURANCE COMPANY**

**CASE  
STUDY2020**



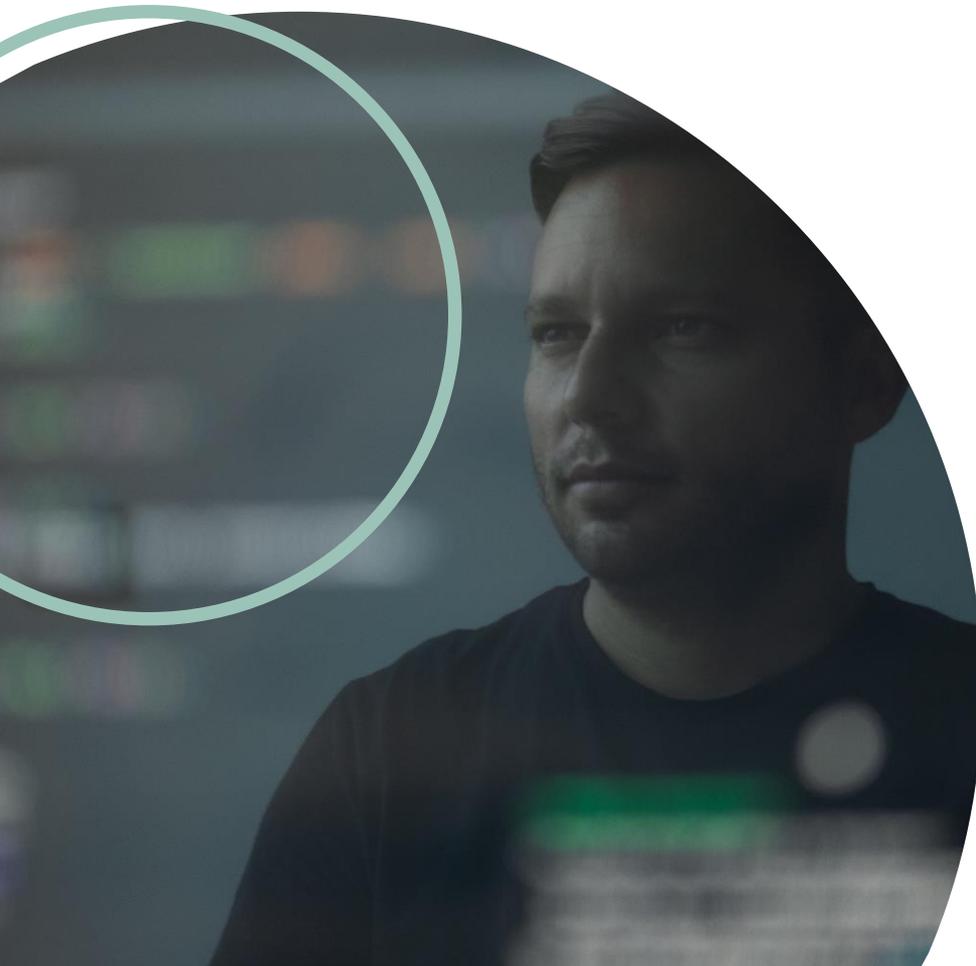
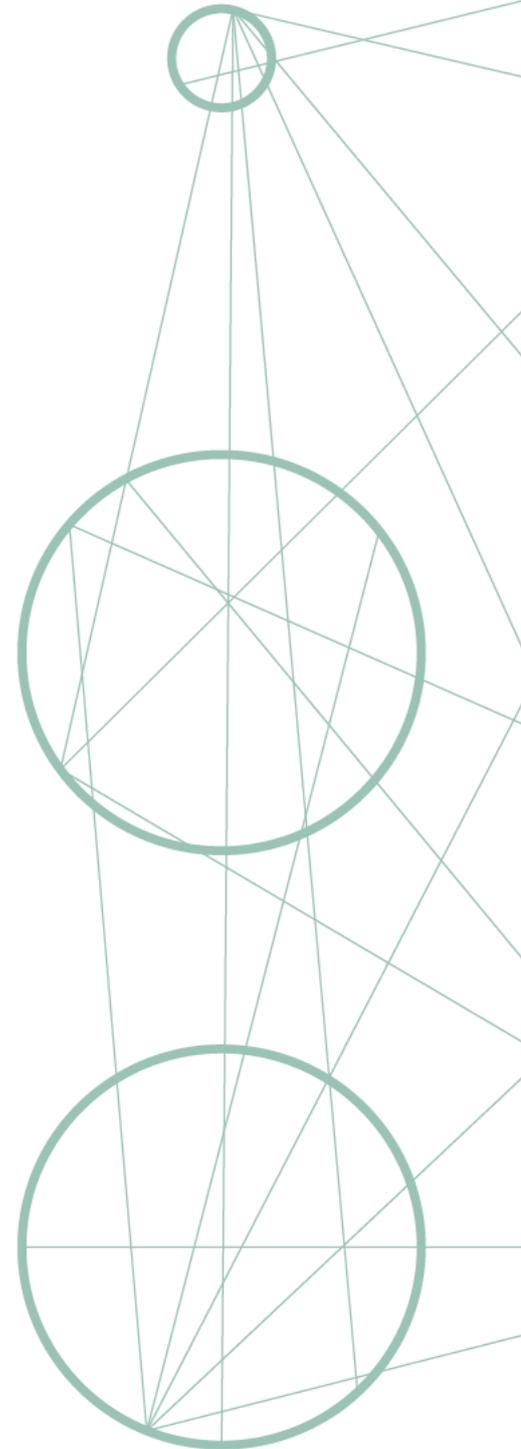
## The Challenge

Following previous projects developed by Theros with OutSystems technology, an auto insurance company requested a solution that would provide an end-to-end customer journey from simulation to formalization, integrated with the current processes and services in banking systems.

This journey took customers from choosing the insurance solution that best fits them to the actual sale.

Theros provided an integrated experience, while increasing the billing of both entities involved, through the integration of insurance application simulation within their banking platform.

As an OutSystems partner and with a deep know-how both in the banking and insurance sectors, Theros was able to develop the end-to-end solution and also manage the project itself, interacting with the business and technical teams of both entities.





## The **Solution**

Theros designed and developed a simulation for an auto insurance company. The simulator covered the full process of applying for insurance from the simulation and claims views to the proposal itself, contracting, and payment. It was presented on a page integrated into the bank's intranet to be used by the various branches and their account managers.

On the intranet page, the account managers had access to a frame with the insurance simulator.

The solution prompted the bank's services to automatically log in, look into customer data, and make payments. It also connected to the services of the insurance company to verify the claims and make the simulation itself.

An external database from the insurer was used to provide sample customer data, policies, simulations, and payments information, while the application used an Oracle DB for the data itself.



## Methodology Employed



Based on the agile methodology, Agile@Theros focuses on the fast delivery of results and the smooth relationship and collaboration between all the involved parties, IT teams, and businesses.

Theros secured this project in **three months** with **3.2 FTE on the development team** plus **10 people** working on other parts of the project.



With a small project team, Theros delivered this end-to-end project quickly, in an agile and effective way, and with a very high level of competitiveness.

With the support of highly specialized teams, Theros works based on an agile methodology, which guarantees the agility and flexibility necessary for providing great solutions within a competitive time to market.

## Challenges

**One of the greatest challenges was integrating into core systems of both insurance and banking institutions.**

**Another challenge was the testing phase since different systems and institutions were involved.**

Theros' delivery model maximizes the quality and controls the cost of developing platforms and business support solutions for their customers.

Theros uses multidisciplinary teams and a holistic approach to fully understand the intended goals and needs of our customers, assure focus, specialisation and know-how, and guarantee the highest quality.

In this case, Theros completed the project and delivered an agile, innovative and flexible solution, fully integrated and aligned with the commercial objectives of both entities **within only three months.**





## The Results

The implementation of the auto insurance sales process resulted in the following benefits:

To the **Bank**:

- **Increased revenue/sales.**
- **The ability to offer another service to its customers, demonstrating its focus on offering simple and personalised solutions through a complete service.**
- **Increased customer satisfaction.**
- **Greater agility and capacity to use systems with digital processes.**
- **Direct integration with their systems (such as the payment of policies), avoiding paper and manual processes both internally and with the insurer.**

To the **Insurer:**

- **Increased revenue.**
- **Increased number of insurance customers and cross-selling opportunities.**
- **Access to an additional sales channel that reaches a wider audience.**
- **Increased system agility and usability with automatic digital processes (TCO control and error avoidance).**
- **Growth in supply and sales.**

## Future Outlook

Due to the success of this project, the development of a similar solution for direct client use in the bank's Homebanking web platform is now underway.

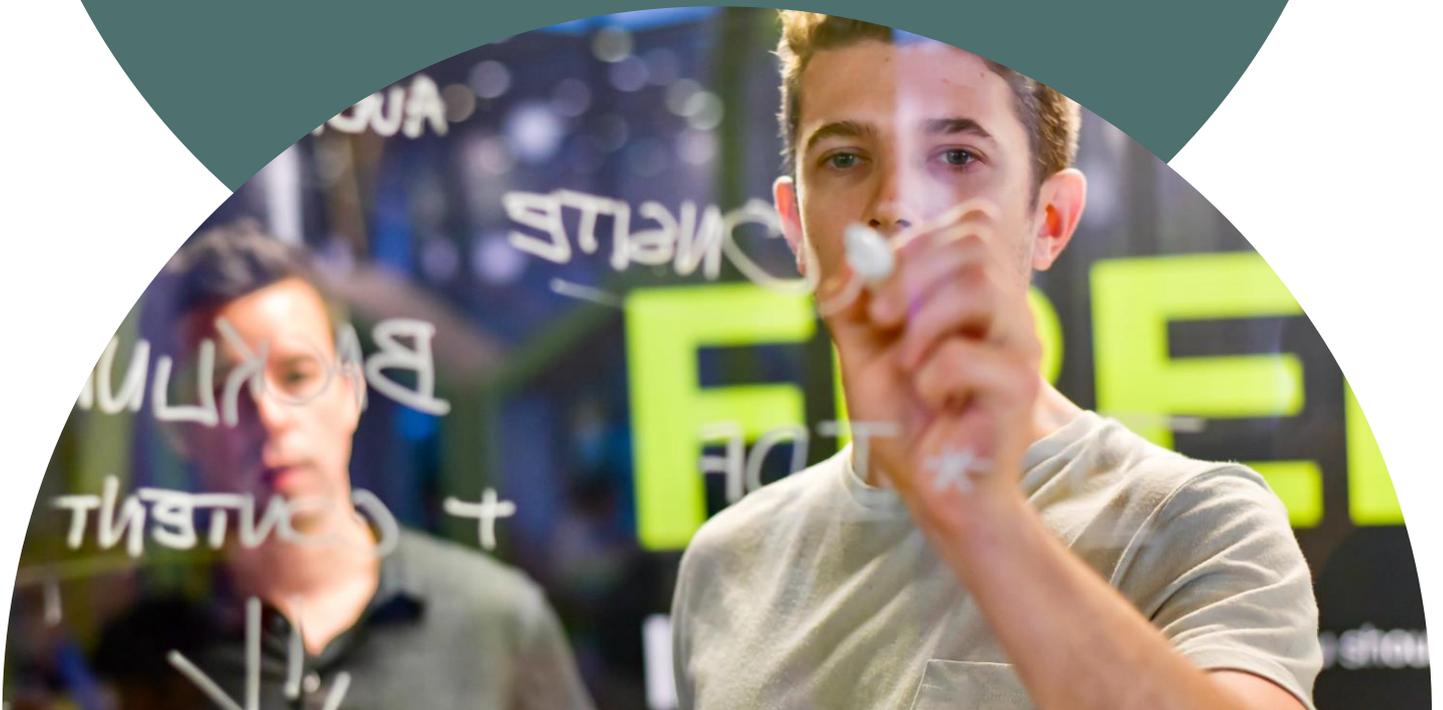
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Direct integration with their systems (such as the payment of policies), avoiding paper and manual processes both internally and with the Insurer.



# Theros & OutSystems Advantages:

- Fast development cycles.
- Reduced time-to-market.
- Ease of use and change.
- Reduced maintenance effort, protecting TCO.
- An agile process of requirements management.
- Aligning IT with business needs.
- A guarantee of the necessary skill sets for each phase of the project.
- Total visibility of the project and its evolution for stakeholders.





**Theros Digital** is a technology and business consulting company providing **Agile software development, combined with architecture and UX/UI services**, that enables the delivery of innovative solutions across industries.

Theros is part of JOYN, an international Group of IT companies with over 20 years of experience, projects in more than 9 countries, and over 300 team members with more than 350 technical certifications. JOYN's mission is to simplify people's lives and companies' operations.

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