

Hibernian selects Vulcan Solutions

Hibernian determined that it needed to invest in new systems to embrace the opportunities that emerging Internet technologies were bringing to the financial services industry. The company wanted to enhance the services available to customers through an existing branch network, call centre and Internet channel. Hibernian was in a period of transition, involved in a series of mergers that created the largest general insurance operation in the Irish market.

Vulcan Solutions Case Study



Hibernian – The Challenge

Hibernian conducted a strategic review to understand how best to create a seamless customer orientated business. The solution was to replace legacy systems in their call centre and branches with a comprehensive, bi-channel Customer Relationship Management (CRM) and Policy Management System. The project had to be completed against rigorous requirements for Return-On-Investment (ROI), and without any interruption of business. The key objectives were:

- > Ensure a consistent experience for customers, whether doing business through the call centre, their local branch or on the Internet
- > Provide operators with a consolidated 360° view of each customer
- > Enable operators to proactively cross-sell and up-sell
- > Support rapid product changes to ensure that Hibernian remains innovative and competitive.

Hibernian had specific requirements in terms of software supplier and software solution. The technical software requirements included:

- > System to operate with high performance within the existing infrastructure
- > System to incorporate best practice security standards
- > System to be scalable for users, sites and channels
- > Delivery to be phased against aggressive time-scales
- > Implementation to be co-ordinated with data migration from legacy systems.

Hibernian - The Solution

Hibernian selected the **Vulcan Insurance** system from **Vulcan Solutions** as the ideal platform to meet these challenges.



Malcolm Reid
Director of Direct Business
Hibernian Insurance

“We selected **Vulcan Solutions** because they have unrivalled experience in our industry, and their **Vulcan** system is proven.

Vulcan has helped us to get closer to our customers, enhance our service, and increase our retention rates. **Vulcan** allows us to be fast-to-market with customised products. From an operational point of view, we have experienced huge benefits in running our call centre, website and branch network on one platform.

Vulcan Solutions provides Hibernian with a complete package of software and consultancy. The expertise that they apply to the specification of each project adds real value to our business. We look forward to continuing our long-term relationship with them.”

About Hibernian Group

The Hibernian Group is one of Ireland's largest and most successful financial organisations, with activities spanning general insurance, risk management, pensions, life assurance, investment management and personal financial services. As part of the AVIVA Group (formerly CGNU), Hibernian is backed by a global insurance organisation, with funds under management of over €300 billion.

About Hibernian General Insurance

Since its establishment in 1908, Hibernian General Insurance has grown to be Ireland's largest and most respected insurer. Hibernian distributes its products through call centre, Internet, agent/broker and branch networks.

- > Leading general insurer in Ireland with 24% market share
- > Employs 1200 staff
- > Network of 29 branches
- > 100 seat call centre located in Galway, Ireland

www.hiberniandirect.ie

Software Systems for
Consumer Financial Services





John Kelleher
Executive Manager
Direct Development
Hibernian Insurance

"We knew from day one that we had to get the technology right if we were going to realise our business strategy. The time-scale to implement **Vulcan** in the Hibernian Direct call centre was impressive, and the addition of further products to our system has been more straightforward than we ever anticipated. The integration of our branch network and call centre was a technical challenge, but **Vulcan** delivered."



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Hibernian - The Implementation

The initial implementation was at the Hibernian Direct call centre in Galway, Ireland. System 'go-live' was achieved within four months of project specification. Hibernian launched its MotorCare insurance product in June 2001, and has since added home, motorcycle and travel insurance products. Hibernian also sells a Term Life product, through the **Vulcan** system.

With its Internet-based architecture, **Vulcan** provides one integrated platform and database for all channels and remote users. After the call centre implementation, **Vulcan** was rolled out to the branch network. During 2002, the website www.hiberniandirect.ie was linked to Hibernian's **Vulcan** platform, enabling Internet customers to manage their policies through the call centre and branch network.

The excellent working partnership between Hibernian and **Vulcan Solutions** ensured that all business and technical objectives were achieved. The relationship continues to deliver value as Hibernian pursues its far-reaching strategies for growth.

Hibernian's Objectives	Reasons for choosing <i>Vulcan Insurance</i>	Results
Update legacy systems with a new CRM system and Policy Management System.	"A confidence in establishing the right working relationship with the supplier".	Vulcan was live within 4 months of specification.
Implement the project against an aggressive time-scale with no business interruption, while delivering on ROI requirements	Vulcan is proven.	Hibernian has expanded its Vulcan system, adding further insurance products.
	Vulcan is scalable for users, sites and channels.	Hibernian has achieved its objectives for a multi-channel operation.
	Vulcan supports rapid changes of existing products, and straightforward introduction of new products.	Hibernian has consolidated its position as the market leader for general insurance in Ireland.
Implement a software platform that would: <ul style="list-style-type: none"> • Create a Straight-Through Processing (STP) environment • Ensure consistent customer experience across all channels • Provide a consolidated view of the customer, and enable proactive cross-sell and up-sell • Support rapid product changes to ensure ongoing competitiveness. 	Vulcan provides a software solution for Hibernian's specific business needs.	