



Assurance Mutuelle des Fonctionnaires

customer case study

Using LegaSuite[®], AMF Modernizes its Call Center and Provides Subscribers with Direct Web Access

The insurance market is highly competitive, and the Web is raising the bar. Simply look to the Web site Assurland as proof – a consumer portal that compares rates and services among as many as 25 different French insurance providers. It is in insurance companies' best interest to develop additional services to increase customer loyalty and maintain their competitive edge. Customer relations are increasingly conducted through accessible, friendly call centers and a welcoming, efficient Web site that offers personalized interaction.

AMF – one of the top mutual insurance companies for the public sector in France – manages 310,000 insurance policies for more than 170,000 subscribers. It handles more than 50,000 claims each year. Customer service is provided through call centers and several office locations, supported by a subscriber account management application. While the application is highly tuned to the needs of AMF operations, the user interface was older generation "green screen" technology. With over 2,500 green screens, training customer service representatives was becoming very difficult. Improvements in customer relations called for an update to the subscriber account user interface for greater understanding and simplified telephone contacts.

Modernizing the Call Center Application

The AMF call center consists of a team of 120 telephone operators. To reduce training time for these new employees and improve telephone assistance, AMF was on the lookout for a solution to modernize its legacy host application.

Although its interface was difficult to understand and use, the existing application was powerful and customized to AMF's needs, and the system was extremely reliable and scalable. To avoid the risks and costs of rewriting a new application, AMF decided to build upon the existing process and update the legacy application with a new graphical user interface. After evaluating the various solutions on the market, AMF's IT department chose Seagull Software's LegaSuite GUI solution.

AMF
Paris, France

AMF (Assurance Mutuelle des Fonctionnaires) was created in 1936 by Public Accountants to cover their professional liability. Ever since, AMF has expanded, offering services in other public sectors, including state and regional government, and hospitals. It has become the key mutual insurance company for the public sector.



"We quickly realized that LegaSuite GUI was the most mature and comprehensive solution," said Daniel Leulier, Information Technology Manager for AMF. "Seagull Software's solution is remarkable in that it enabled us to keep and modernize our call center processing chain. With LegaSuite, it has been very easy at every step to combine multi-screen processes into more streamlined and intuitive single-screen experiences for our users, and to rework the flow of the application to get information to customers as efficiently as possible. Overhauling the application took fewer than five months including training, which stands as another achievement of Seagull Software's technology."

The ergonomic design presented by the new interface allowed AMF call center operators to improve the quality of their work. The next step was to put the application on the Web for direct use by subscribers.

Creating a Web Interface for Online Services

AMF wanted to implement online access, allowing subscribers to directly view their policies and enable interactive communication. The marketing department wanted to use the Web as a new advertising tool to increase the number of insurance policies held by each subscriber.

Delighted with the quick installation of LegaSuite GUI, AMF chose LegaSuite Integration to encapsulate the legacy application transactions and transform them into components that could be reused by a new Web portal for customers.

LegaSuite Integration automatically generates JavaBeans, which are collected by the Ecensity Presentation Server (EPS) solution from Seagull Software's partner Ecensity. EPS formats and dynamically manages the Web pages. The Ecensity Identification Server (EIS) module identifies the Internet user. EPS consults the user's account for information on the policies already held via LegaSuite Integration. Additional policies are offered to those subscribers with only one policy via advertising banners created by the marketing department. A real dialogue can be initiated with the subscriber, with the interface consulting the information via the JavaBeans delivered by the Seagull Software solution.

"LegaSuite Integration enables our subscribers to view their insurance policies and obtain quotes online. We have noticed that 14% of quotes started on the Web are completed, which is a remarkable result. Based on this information, we can conclude that the Web application, which was installed relatively quickly and easily using Seagull Software technology, has directly increased business and generated additional revenue," said Daniel Leulier.

AMF is proud to offer an easy-to-use interface that is one of the keys to the success of its portal. Information is presented in an intuitive, clear manner using LegaSuite Integration's capacity to reengineer the data flows from host applications.



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*Daniel Leulier
Information Technology Manager
AMF*

No Coding, and No Changes to Legacy Systems

LegaSuite GUI and LegaSuite Integration Engine enable AMF to combine the performance and reliability of legacy systems with the flexibility inherent in the Web technologies using a simple, fast process that does not require any rewriting.

Injecting a Higher Level of Flexibility into Legacy Systems

LegaSuite GUI and LegaSuite Integration enable AMF to combine the performance and reliability of legacy systems with the productivity and accessibility of Web technologies using a simple, fast process that does not require any rewriting of existing systems.



Seagull Software's LegaSuite is a software platform for transforming legacy applications to service-oriented architecture (SOA) assets. LegaSuite includes modules for SOA integration, GUI, BPM and terminal emulation.

LegaSuite connects legacy applications on mainframe, iSeries, UNIX/VT and Windows platforms to the Web, middleware and applications such as portals, CRM and SCM. Based on open standards (including Web services, XML, J2EE and .NET), LegaSuite's innovative tools require no coding, which speeds results, reduces risk and eliminates maintenance.

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