



CAT MANAGEMENT SPOTLIGHT: Guild Insurance

Australian Insurer Uses Guidewire Live to Build
Customer Loyalty and Improve Internal Processes

CASE STUDY



“Guidewire Live has helped us transform our catastrophe management from reactive to proactive, helping our customers, suppliers, and internal operations prepare.”

—Allison Prince, Head of Claims, Guild Insurance

Guild Insurance was established in 1963 by the Pharmacy Guild of Australia to provide Australian pharmacists with specialized cover against the risks of running pharmacies. Over the years, the company has evolved to become one of the nation’s top suppliers of general insurance products and services, particularly within the allied health care sector.

Cyclone Ita Threatens Queensland

On April 10, 2014, the Australian Bureau of Meteorology issued a warning that Ita, a Category Five cyclone, would likely hit the northern coast of Queensland on April 12. This gave Allison Prince, Head of Claims at Guild Insurance, just 48 hours to prepare the company’s policyholders for the storm event. “I asked myself, which of our policyholders are likely to be affected and how can I help them?” says Prince.

The Challenges of Cyclone Preparation

In the past, Guild Insurance readied for cyclones by obtaining lists of policies in postal codes that were expected to be affected by the storms. But these lists could take up to 24-48 hours to obtain and, because Australian postal codes can span more than 50 kilometers, accurate analysis was difficult. This made it very hard to warn policyholders and organize response teams.



Guild Insurance

Headquarters:

Melbourne, Australia

Operations:

Australia

Business Lines:

Professional Indemnity, Business, Public Liability, Home and Contents, Car, Workers’ Compensation

Employees:

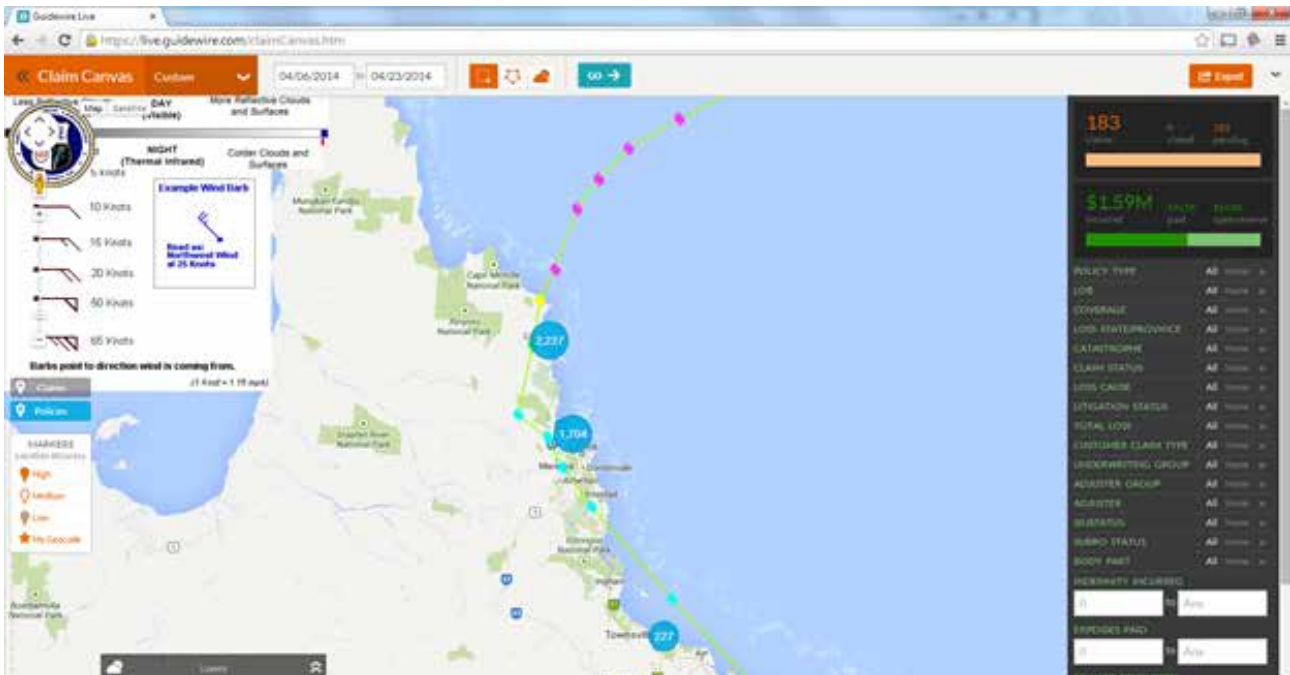
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Website:

www.guildinsurance.com.au/

Products:

- Guidewire InsuranceSuite™:
 - Guidewire ClaimCenter®
 - Guidewire PolicyCenter®
 - Guidewire BillingCenter®
- Guidewire LiveSM



Guidewire Live gains instant insight by using Guidewire Live to compare the expected path of Cyclone Ita and the location of Guild policies.*
 *Data shown in this image is not Guild confidential and is for illustrative purposes only.

Guid Insurance Uses Guidewire Live to Prepare for Ita

In the case of Cyclone Ita, Allison Prince worked with the Guidewire LiveSM team to create customized views of storm data, so she and her team could map where policyholders were located in relation to the cyclone's expected path, and run various "what-if" scenarios to quickly identify which customers were likely to be affected. This enabled Prince to make data-driven decisions on how best to respond to the impending threat.

Reaching Policyholders for a Potential Catastrophe

Once Prince's team identified which policyholders were likely to be affected by Ita, the company sent the information to its regional offices in Brisbane. Staff in these offices contacted each customer to help them plan for the storm, so they could minimize losses and disruption to their businesses in the aftermath of the cyclone. Such proactive care also helped to assure customers that Guild Insurance was prepared and ready to help them if they suffered a loss.

Rallying Field Adjusters and Suppliers before the Storm

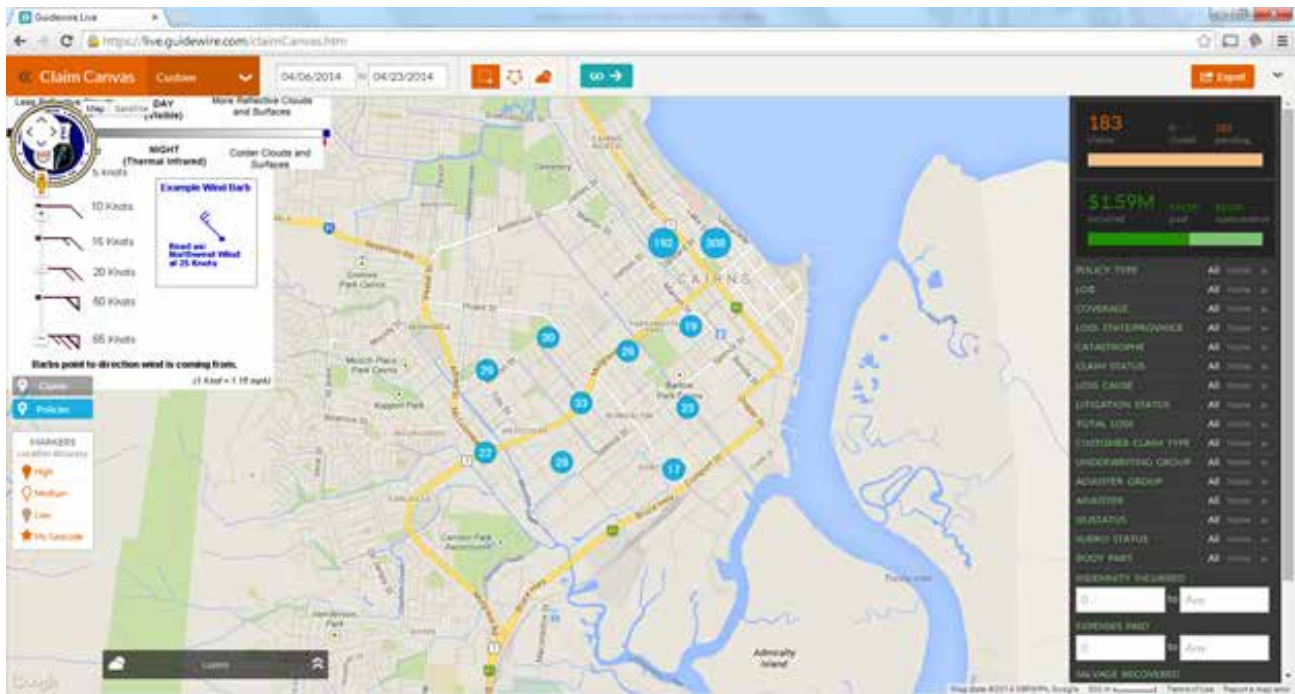
Allison Prince's team used the insight it gained from Guidewire Live to prepare its field adjusters in advance and assign them to the appropriate geographic territories, based on the anticipated number of claims in each region. Prince's team also alerted its nationwide network of suppliers to ensure that enough builders would be on hand in the region to repair and rebuild customer properties.

Expediting Claims Resolution After the Storm

Cyclone Ita hit Northern Queensland as expected on April 12, 2014, but as a Category Four storm. Prince and her team used Guidewire Live to track the number, location, and type of claims coming in. Because the field adjusters knew in advance which claims were most relevant—those with property and contents coverage, for example—they were able to handle every claim quickly because they were well prepared.

Prepared Customer Relationship Managers Boost Customer Satisfaction

Guild Insurance's Customer Relationship Managers were equally prepared for Ita. Thanks to the Guidewire Live data, they were told in advance which policyholders were likely to be affected by the cyclone and, as soon as the storm hit, they knew who was affected and how severely, and exactly what the company was doing to assist each policyholder. This enabled them to quickly inform associations about how Guild was helping each of their members.



Guid Insurance visualized the geography of policy distribution to help pre-assign territories to its suppliers.*

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About Guidewire

Guidewire delivers the software that Property/Casualty (P/C) insurers need to adapt and succeed in a time of rapid industry change. We combine three elements – core processing, data and analytics, and digital engagement – into a technology platform that enhances insurers' ability to engage and empower their customers and employees. More than 200 P/C insurers around the world have selected Guidewire. For more information, please visit www.guidewire.com and follow us on twitter: @Guidewire_PandC.

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