

Swiss Accident Insurance Fund

SUVA uses the Adobe® LiveCycle® Enterprise Suite software to continuously process and update customer information for improved customer services and streamlined operations

Swiss Accident Insurance Fund

www.suva.ch

Industry

Insurance

Challenges

- Providing offline support for field staff
- Improving access to customer information during and after customer visits
- Synchronizing data to reduce errors and improve efficiency

Solution

- Digital forms

SUVA is using Adobe LiveCycle Enterprise Suite software and Adobe AIR® to provide a seamless, efficient data management platform to deliver customer data to front-end and back-end systems reliably and automatically. The Adobe solution provides instant online and offline access to customer information for both field and office staff.

Results

- Accelerated the processing of insurance contracts
- Reduced the time spent preparing and evaluating customer visits
- Saved an estimated 800,000 Swiss francs per year in preparation for customer visits
- Improved the ability to provide information to the sales force
- Enhanced work efficiency

Systems at a glance

- Adobe LiveCycle Enterprise Suite software. Modules include:
 - Adobe LiveCycle Forms ES
 - Adobe AIR

A move to real-time data collection

Swiss Accident Insurance Fund (SUVA) is a public sector insurance company providing coverage for accidents as well as work-related illnesses to approximately 115,000 organizations, or two million people. It's comparable to Germany's Berufsgenossenschaft.

Previously, data collection and entry was a time-consuming task for SUVA employees. Field staff would return to their offices weekly, carrying thick binders containing all the completed forms collected during customer visits. The office staff would then type and transfer the information into the back-end systems.

Aiming to streamline processes and gain operating efficiency, SUVA implemented Adobe LiveCycle Enterprise Suite software to automate several key data collection and entry activities. The daily work has become much more effective and is done completely electronically, according to André Dolder, the IT relationship manager for SUVA's Department of Risk.

Synchronizing data for optimal efficiency

SUVA bases its insurance policies on the payroll data provided by its customers. Therefore, before issuing a policy, SUVA staff must verify the information provided—including salary data—is accurate. Verification is usually done during site visits where forms are filled out with the customer.

"Previously, these Microsoft Word templates were printed," says Dolder. This created a lag in the data stream and delayed the entire process because the data had to be transferred from the forms into the SUVA core systems by hand, which happened only once a week. "The biggest drawback was that this was an offline solution. So whenever the information in the core SUVA applications changed, field staff had to bring the information up to date manually," says Dolder.

To streamline and optimize the process, the SUVA IT team introduced Adobe LiveCycle Forms ES, providing employees with electronic forms that are automatically updated, reducing the amount of manual entry and data collection required.

Integrated with a rich Internet application (RIA) that runs in Adobe AIR, the application helps to ensure that a wide variety of IT functions can be made available to the end users, such as the ability to compile additional customer information from the back-end system without filling out a new form. The data applications can be used both offline and online, and information is automatically synchronized with each connection to back-end databases.

Real-time data transfer

According to Dolder, the Adobe solution has made information management much more efficient and easier. "Now a sales representative prepares for a customer visit by going online first and logging into the SUVA CRM system—in this case SAP—to create a data package based on the current information available for the customer."

Adobe LiveCycle Forms ES automatically pulls the appropriate forms, as well as a comprehensive set of information about the customer. The SUVA team calls this process "refueling". After the field employees have refueled, they go visit the customer. During the customer visit, SUVA representatives can fill out the forms alongside the customer on a laptop or other mobile device and then submit the completed refueling package to SUVA online.

"In terms of preparation for customer visits, we estimate that we save somewhere around 800,000 Swiss francs annually because of the improvements with the Adobe software."

André Dolder
IT relationship manager, Department
of Risk, SUVA

The content in the electronic forms is reviewed by an internal staff member, who uploads the information into the CRM solution. The customer management system acts as an intermediate layer, which transmits the updated information to other systems. Adobe LiveCycle ES software manages and archives the documents. The back-end systems are linked by a common interface provided using web services. User access to the solution is managed via the SUVA authorization system based on LDAP.

The solution was well received by employees, who did not have to get used to a new procedure to do their work because they are still working with the same documents—just in electronic form. At the same time, they can take advantage of persistent digital processes that continuously update and store information.

For customers, processes remained virtually the same as well, only now there is no paper to worry about. Instead of paper-based forms, customers use a digital form to submit their information. The signature process has not really changed—even though it's now a digital signature—as customers sign the documents by hand using a special writing pad sales staff carry with them to meetings. "The integration of the digital signature was very important because it helps us make sure that processes and data are standardized," says Dolder. "Otherwise, we would have had yet another data stream to manage."

Small change, big impact

Although the change for employees and customers was minimal, there have been some that have substantially benefitted both groups. With the Adobe solution, the time between a company visit and the date an insurance policy is issued has been significantly reduced. Whereas in the past, field staff would only deliver data to their internal colleagues once a week, with the introduction of the Adobe solution, the data is now uploaded directly into the SUVA systems via the Internet after each visit.

Synchronizing front- and back-end data helps to ensure faster processing. Both the customer and the SUVA expert benefit from this improved information base. "The sales representative has all the relevant data on site, with complete customer records available on each company," says Dolder.

The customer files are created virtually on demand. Previously, the field sales representative had to gather all the necessary information manually from the back-end systems. Thus, the time to prepare for a customer visit was reduced. As for time savings, the SUVA IT team estimates the cost for post-customer visits has been reduced by a total of half a million Swiss francs per year. "In terms of preparation for customer visits, we estimate that we save somewhere around 800,000 Swiss francs annually because of the improvements with the Adobe software," Dolder says.

Dolder is also pleased that, with Adobe AIR, his company has a new modern, intuitive user interface. With the Adobe solution, even older IT environments can be modernized with relatively little effort. In addition, Adobe LiveCycle ES software fits seamlessly into the existing infrastructure. According to Dolder, the digital forms created with Adobe solutions act as a window to the back end, giving real-time, complete access to important information.

The benefits of electronic forms and access to information online and offline have been noticed by other departments at SUVA. Dolder is considering using a similar solution for processing claims and plans to make RIAs available to the field staff of partner companies that perform inspections on behalf of SUVA. "Adobe AIR and Adobe LiveCycle ES software will serve as the platform for many additional applications at SUVA and the foundation of our operations," he says.

For more information

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