

# Vesta Forsikring Creates Customer-centric Insurance Business Using Customer Relationship Management Solution



Vesta Forsikring  
Bergen, Norway  
[www.vesta.no](http://www.vesta.no)

**Industry:**  
Financial Services

**Annual Revenue:**  
\$1.1 billion

**Employees:**  
1,300

**Oracle Partner:**  
Accenture Ltd.  
Hamilton, Bermuda  
[www.accenture.com](http://www.accenture.com)

**Oracle Products & Services:**  
Siebel Insurance

*“Using Oracle’s Siebel Insurance, we increased the percentage of requests closed the same day by 20% in 12 months.”*

*– Hallvard Natvik, Head of IT Strategy, Architecture, and Methodology, TrygVesta*

Vesta Forsikring (Vesta) is the third-largest general insurance provider in Norway, with 20% of the domestic market. There are more than 23,000 Vesta-branded lifebelts located along the shoreline of the many inlets and fjords that scatter the Norwegian coastline. Their purpose is to save anyone who gets into difficulties in the water; although, they also remind customers of how Vesta’s general insurance services can help customers overcome life’s anxieties.

There are parallels with the way that Oracle’s Siebel applications have helped Vesta keep its customer relationships afloat. Until recently, this leading Norwegian general insurer was relying on a plethora of disparate applications, which made it difficult to deliver efficient, seamless service. The company had nearly 30 separate systems for managing customer profiles, insurance policies, quotes, activities, correspondence, and marketing campaigns.

Vesta turned to Siebel applications to create a single, complete view of its customers and enable the company to enhance customer service and increase efficiency. By standardizing on Siebel Insurance, Vesta is making certain that customers receive a consistent, rewarding service experience whenever they contact the company regarding their insurance needs. The industry-tailored CRM solution also has enabled Vesta to increase the rate of one-call resolutions and improve operational efficiency.

**Key Benefits:**

- Increased the percentage of requests closed the same day by 20% in 12 months
- Enhanced customer service and satisfaction
- Reduced insurance fraud
- Increased employee efficiency
- Accelerated system training time

**Agile, Customer-Focused Service**

Before implementing Siebel applications, if a customer met with a Vesta salesperson and then contacted the call center, the agent there would have no record of the previous dialog with the salesperson, according to Hallvard Natvik, head of IT Strategy, Architecture, and Methodology at TrygVesta, Vesta's parent company. "This fragmented customer view resulted in customers repeating their inquiries as they switched between channels; duplicate data entry; and a limited flow of information. Our vision was to connect all customer data and customer-related activities across channels and products. Vesta could then create a superior service experience and increase brand loyalty," Natvik said.

Vesta deployed Siebel Insurance to create a single, complete view of hundreds of thousands of customers across multiple channels, including the company's nationwide branch network, partner branches, the telephone, internet, and e-mail. Now, when customers contact Vesta through their preferred channel to create a new insurance policy, request a quote, make a claim, or inquire about an existing proposal, the company uses the integrated customer view to resolve inquiries quickly, efficiently, and to the satisfaction of the customer.

"Using Siebel Insurance, we have increased the percentage of requests closed the same day by 20% in 12 months," Natvik said. "Previously, up to 23% of customers had to call Vesta more than once to resolve their inquiry. We have reduced this number to 15%."

When a customer telephones Vesta, Siebel routes the call to the appropriate agent, based on the agent's availability, skill set, and nature of the inquiry. Prior to the call being picked up by the agent, Siebel Insurance uses screen pops to display the customer's details, including the customer's profile, pertinent information on insured contacts and properties, and the customer's inquiry history and previous quotes--ensuring the agent is fully informed about the customer's situation. The agent then fulfills the customer's request, with all details being captured and recorded into Siebel.

“Our Siebel system is the starting point for every customer interaction across every channel of communication. The single, consistent customer view ensures all our staff members are more efficient and effective in their everyday tasks. Because every member of the staff is focused on recording all customer interactions in Siebel, we all share the same processes and routines across channels.”

Hallvard Natvik  
Head of IT Strategy,  
Architecture, and  
Methodology  
TrygVesta

Agents can change customers’ policies, provide information on existing ones, address complaints, and generate new quotes using the system. Thanks to seamless integration between Siebel Insurance and Vesta’s back-end document imaging processing system, agents can link written correspondence to customer and policy information to create insurance certificates and other documentation. In the future, they will also use the calendaring functionality embedded within Siebel Insurance to schedule an appointment for a customer to meet a branch-based staff member.

### **More Effective Up Selling and Cross Selling**

With a 360-degree view of the customer, agents can up sell and cross sell related insurance services. If a customer calls to arrange property insurance, for example, the agent may recommend building insurance or personal effects insurance. Alternatively, the agent may take the opportunity to promote special deals on other insurance services.

### **Improved Risk Management**

Another advantage of the Siebel system is improved risk assessment and fraud detection. Siebel Insurance improves risk assessment by enabling agents to easily collect a comprehensive file of customer-specific underwriting data across all lines of business. “Synchronized portfolio information transformed the effectiveness of our underwriting and fraud detection business,” Natvik said.

Natvik and his team have devoted much time and effort to making certain that management at all levels is aligned with the goals of the program. Regular focus groups, bulletins, and other internal communications programs are clearly paying dividends: “Our Siebel system is the starting point for every customer interaction across every channel of communication,” Natvik said. “The single, consistent customer view ensures all our staff members are more efficient and effective in their everyday tasks. Because every member of the staff is focused on recording all customer interactions in Siebel, we all share the same processes and routines across channels.”

Moreover, predefined processes ensure balanced, expert judgment. Vesta can tag unwanted customers on the system and review customers’ contact history to uncover and combat fraud. Plus, the system is so easy to learn and use, we have significantly reduced the time and resources needed to train new staff.”

### Why Oracle?

Vesta chose the insurance-industry tailored CRM solution, Siebel Insurance, to spearhead its drive to become a more agile, customer-focused insurance business because only Siebel applications could meet the company's demanding requirements, according to Natvik.

"The rich, prepackaged functionality in Oracle's Siebel Insurance allowed Vesta to rapidly integrate policy, claims, billing, and other back-office systems around the customer," Natvik said. "We were also impressed by the company's track record in deploying CRM solutions within the insurance sector, as well as its professionalism and clear understanding of our business needs."

### Implementation Process

The first two phases of the deployment, which included creating a single view of customer information and deploying functionality for service requests, opportunities, reporting, and electronic document filing, are complete. Working closely with Accenture Ltd., Vesta is now focused on introducing additional functionality, including improved agent script support and the integration of claims processing systems. "We're on a journey to make the Vesta service experience memorable," Natvik said. "The single portfolio view is allowing us to better serve our customers and intelligently cross sell related services."

### Advice from Vesta Forsikring

- Select an expert, experienced integration partner
- Create a clear governance structure
- Align everyone in the business with program goals

*Vesta Forsikring (Vesta) is the third-largest general insurance provider in Norway, with 20 percent of the domestic market. The company operates a network of more than 40 district offices and 80 franchise offices throughout Norway. Vesta is part of TrygVesta, the second-largest insurance group in the Nordic region, with 2 million personal customers and 250,000 commercial customers.*