

Fireman's Fund Insurance Company

Case Study: Fireman's Fund Internet Direct Order (FFIDO), Fulfillment at Internet Speed

Background

Fireman's Fund Insurance Company has been providing business and personal insurance since its establishment in San Francisco in 1863. The company offers state-of-the-art insurance products and prides itself on both customer service and its ability to continually develop and implement new and unique service offerings.

Challenge

In an effort to enhance customer service and reduce losses, Fireman's Fund strives to provide the highest level of loss control information available in the industry. To achieve this, they have traditionally relied upon the preparation and distribution of printed materials, often from multiple locations and by different business groups. This process has proven to be expensive due to the associated printing and storage costs and the manually intensive, decentralized fulfillment process. In an effort to reduce these costs and improve the process, Fireman's Fund engaged interlinkONE to develop a web-based document control and fulfillment system for its Loss Control Division. From a technical perspective, the system needed to be fast, flexible and scalable; redundant and secure; and, easily accessible and administrable by multiple users with varying levels of technical expertise across multiple platforms. Specific project requirements included extensive document versioning and control, deep archiving and query capabilities, easy-to-use self-service order entry functionality, and strong fulfillment and warehousing functionality including electronic delivery.

Solution

To achieve these goals, interlinkONE worked with Fireman's Fund to create the Fireman's Fund Internet Direct Order (FFIDO) portal. This portal utilizes interlinkONE's ILINKSalesSM, ILINKMarketingSM and ILINKOperationsSM, to drive these processes to the Internet. By doing so, Fireman's Fund has benefited greatly through its ability to enhance customer service through real-time electronic delivery and more rapid mailings, through significantly reduced production, storage and delivery costs, and through its extensive data mining functionality.

FFIDO went live in February 2000, an implementation effort of less than three months, with limited client information technology resources. This portal was upgraded in December 2000 to incorporate more robust electronic fulfillment capabilities.

Benefits to Fireman's Fund

- Reduced printing, storage and fulfillment costs.
- Increased productivity through the use of a fully integrated Internet-based document control, order entry and fulfillment system.
- Increased customer satisfaction through the timelier turnaround of information requests.
- Significantly lower implementation and maintenance costs yielding a high initial and on-going return on investment.
- User-friendly self-administrating site with non-system dependant user access.
- Site is remotely accessible with extensive data security and redundancy in place.

Benefits to the End User

- Easy to use and quick delivery of loss control and product information from any location with Internet access.