



**Birla Sun Life**  
Insurance

## Birla Sun Life Insurance Gears Up for Growth

*AURA helps BSLI prepare for fully-underwritten new business*

Birla Sun Life Insurance (BSLI) is accustomed to 'firsts.' In the India market, they have been the first to start multi-channel distribution, including Bancassurance and Group distribution. They were the first to offer a free trial period on all products. They were the first to issue a policy across the counter within 30 minutes of application receipt and the first to sell policies on the web.

Now, they are the first to grow their underwriting program 100% without adding underwriters.

Early in 2005, BSLI made the strategic decision to grow their market share through various new distribution methods. They were confident in their ability to design products that fit their market and confident in their marketing and distribution of those products. Having watched industry trends, they felt poised for healthy growth. The question that lingered in their minds was in their ability to handle the growing influx of applications. Would the benefits of their efforts result in increased time to issue applications? Would it stress their underwriting department to the breaking point? BSLI knew that it was time to implement an automated underwriting system that would meet their current and future needs, either by building it themselves or by partnering with an organization on the outside.

*BSLI objectives were simple:*

- Improve underwriting efficiency to handle increased volumes of business with limited increase in headcount
- Standardize and enhance the quality of underwriting decisions
- Allow underwriters to focus on complex cases
- Decrease the time it takes to launch new products by improving rules development and administration

*“Our medical underwriting headcount remained the same with 100% more volume. That has to be a first.”*

*– Anand Juvekar, Project Manager,  
Birla Sun Life Insurance*

BSLI evaluated potential vendors based on software functionality, technology, vendor credibility, post-sales service and support, implementation timeframe and total cost. After their thorough review, BSLI chose Reinsurance Group of America (RGA) to help them integrate AURA into their under-writing process. AURA was built with the flexibility to work with any existing administration system, so compatibility wasn't an issue.



The scope of implementation included all of BSLI's existing life products and health products including all types of riders. AURA needed to handle multiple application types, complete

"On every level, the BSLI AURA implementation was a success," said Mario Braganza, Chief Operating Officer, Birla Sun Life Insurance. "We enjoyed an excellent working

## "We're using AURA for fully-underwritten cases"

– Mario Braganza, Chief Operating Officer, Birla Sun Life Insurance

non-medical underwriting, medical underwriting involving full medical reports, black box and interactive underwriting using reflexive questioning.

BSLI and RGA held a variety of meetings to define project scope, requirements (business and technical) module testing, customizations and more. An ancillary goal of BSLI was to be able to operate completely independent from RGA soon after implementation. That would mean that administration tool training and rules training would be an important part of the deliverables.

AURA went live at BSLI on November 11, 2005, seven months after the contract was signed. The results were immediate. Non-medical underwriting was reduced from two days to one day, with 50% of the applications approved almost immediately. The consistency of the decisions was apparent, with anecdotal data to prove that BSLI had significantly reduced their risk. The number of medical underwriters in-house remained the same though the volume grew by 100%. Non-medical underwriting headcount was able to be reduced by 70%. AURA's response time was calculated at approximately 2 seconds per case.

relationship and the product of our efforts has been financially and operationally rewarding. Everyone on the project team within BSLI and RGA have reason to be proud. AURA is working above our level of expectations."

### Numbers Tell the Story

Birla Sun Life Insurance realized immediate results from AURA implementation

Black box approval	<b>50 - 55%</b>
Interactive underwriting approval	<b>15 - 20%</b>
AURA response time	<b>2 seconds</b>
Peak volume	<b>20,000 policies in 4 days (3/2006)</b>

"AURA's value can't be any clearer than in the numbers we're seeing with Birla Sun Life," says Jym Barnes, President and Chief Executive Officer, RGA Technology Partners. "They started with a smart model for business where they could see a tremendous volume increase if they could find a way to manage it. Their business expertise and RGA's process expertise were a perfect match. Now they can make decisions on high volumes of applications at low cost without the need for additional trained underwriters."

**AURA's success made news throughout the southeast Asia region**

