

Case-study Interview of LQ Insurance Agency Pte Ltd

Interviewers

Diana, Sales Consultant
Pericom Imaging (S) Pte Ltd



Interviewees

Lily Quek, Director
Evonne Lee, Manager
LQ Insurance Agency Pte Ltd

Interview Details & Agenda

To analyze the benefits of DocuWare post-implementation
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Founded in 1990, LQ Insurance Agency has been focusing on insurance services for automobile, workmen personal & commercial purposes. Their vision stands to 'become the leading insurance agency in Singapore and a center where our customers can have access to a range of lifestyle-related products and services at preferred or concessionary terms, exclusively'. With the backbone of their business primarily falling on contracts, policies and customer information, their documentation and administrative processes are monumentally vital.

Problem Overview

Many years back, LQ Insurance had procured their first commercial scanner from Pericom Imaging. They engaged a part-timer to scan all required documents into CD/DVDs for future referencing purposes. This process started off as an initial step towards digitalization, yet the efforts were insufficient. The document size of the files posed as an inconvenience, as well as the way they were classified. Employees were still not convinced of their native electronic filing system, and required a platform more complex, yet simple simultaneously to fulfil their needs.

Description of Challenges faced

LQ Insurance deals heavily with 2 different types of insurances; motor & non-motor insurance. An overwhelming volume of supporting documents are also required behind each filed policy claim or contract agreements. Simply put, most documents of different format/usage must be tied up together to complete application or claim processes. To ensure that their policy and claim applications are successful, every relevant document must be present, abiding to the stringent regulations. Day-to-day customer enquiries also require related documents to be readily available to optimize response time and display their quality of service.

In line with this scope of work and their previous manual-filing system, documents are seen piling up everywhere in the office. Over time, employees started to misplace documents, simultaneously creating and processing multiple duplicate copies of the identical document.

The first concern would be regarding their potential walk-in clients. Possessing an office front as such certainly does not speak well of the company's proficiency and subsequent reliability. With papers thrown everywhere in a disorganized manner, their customers' expectations of LQ Insurance Agency to handle their personal matters/documentation amicably would naturally come off as low.

Over time, the influx of documents is beginning to pose a physical constraint within LQ Insurance's office. Located in a prime area, the rent is considered expensive, and was certainly not taken up to store and administer the large volume of documents. According to an International Data Corporation (IDC) report, 25% of their respondents agreed that they have lost major customers due to their documentation process's failure.

Naturally, the management had to search for a viable solution to rectify their working environment and streamline the said administrative processes. DocuWare possessed all functional capabilities to cater to their requirements, and was scalable in accordance to their expanding business and clientele as well. This was observed as the optimal solution for them as they take progress towards a digitalized working environment to their advantage.

Results of DocuWare's implementation

Since the introduction of DocuWare, LQ Insurance have been digitalizing all relevant documents and moved on to electronic filing. Fully utilizing DocuWare's DMS functionalities, it now serves 20 employees from different departments. Accessing to the database became an established aspect of their work scope due to its speed, reliability and capacities. LQ Insurance has enjoyed the following benefits from DocuWare:

Efficiency: Implementation of DocuWare has helped to tremendously streamline the administrative processes for LQ's employees. The ability to successfully search for specific documents in matter of seconds saves much time for application or enquiry processes. The scenario of duplicate copies of documents was also eliminated as the original version of documents was kept even after editing.

An example of LQ Insurance's increased efficiency would be the implementation of the 'digital stamping' process, whereby users send outbound documents directly from DocuWare upon printing a digital stamp/signature on it. This simple function helps to strongly reduce the procedures and time spent in administering such a process.

Cost saving: Upon usage of DocuWare, the company has drastically cut down on its paper usage as most documents are already being digitalized. The decrement in costings were huge, simultaneously freeing up a notable amount of space in the office. Once the clutters of paper were cleared up, the office front seemed more conducive and aesthetically appealing for managing one's personal documentations such as insurance.

Conclusion

Given DocuWare's flexibility and functionalities, LQ Insurance Agency was able to configure it to suit their requirements optimally. As mentioned, more office space was made available, as well as the overall increase of efficiency and productivity levels. For their case specifically, it was an all-in-one solution model which did not require them to incur additional investments.

In conclusion, DocuWare helps to 'housekeep' the documents in its own virtual way!



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