

ERGO Insurance chooses Comarch Mobile Insurance Advisor

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BRUSSELS, BELGIUM, October 4, 2013 /EINPresswire.com/ -- ERGO Insurance has chosen [Comarch Mobile Insurance Advisor](#) to support its pre-sales activities in Belgium and Luxembourg. The insurer has decided to start cooperation with Comarch mostly due to the solution multiplatform architecture and extensive Comarch's experience in development of mobile solutions for the finance industry.

'Cooperation with Comarch will allow us to equip our sales network with a tool that can be used anywhere and anytime, in order to facilitate face-to-face advisory and sales at agencies, business centers or customer locations. The main goal of the project is to stimulate advice-based sales and create unique offerings with the aim of making the customer-facing process from the needs-analysis to the underwriting forms efficient and easy to use', says Luuk Lodewijks, Commercial director at ERGO Partners.

'The objectives of implementing the Comarch Mobile Insurance Advisor are: to use it as a native application on both desktops and laptops (Windows, Mac OS), as well as tablets with iOS, Android and Windows Phone operating systems. Also, to enable us to apply a compliant BYOD (Bring Your Own Device) strategy based on a defined technological framework towards sales forces. Moreover, to make an easy integration with our existing back-end systems', underlines Philip Müller, IT & Process director at ERGO Insurance.

'Comarch sees this project as an opportunity to develop a long-term partnership with ERGO Group and to continue its dynamic growth in the Benelux region. Our company is here perceived as an IT challenger for the insurance sector and offers the whole value chain of innovative solutions. Our pre-sales solution is a multiplatform and multilingual mobile application that can be accessed both in online and offline modes whenever and wherever needed. Moreover, it handles a wide range of insurance products,' adds Wojciech Pawlus, Sales Director for Benelux Region at Comarch.

'Comarch Mobile Insurance Advisor offers rich functionality in terms of pre-sales processes. Our solution allows to gather information about customers – personal, contact or family data and use them to recommend most suitable insurance or investment products, perform simulations

and create illustrations to make customers better understand all the benefits and costs connected with the purchase of a chosen product, file an application and fill in the underwriting questionnaire. Our solution also supports customer electronic signatures, sending them along with all gathered information to the policy administration system in order to issue the policy', explains Maciej Slosarczyk, Insurance Consulting Manager at Comarch.

Comarch Mobile Insurance Advisor is a powerful multiplatform application designed to provide agents and advisors with a comprehensive tool supporting sales of any advanced insurance products, including savings & investment policies. It covers the whole sales process: from the customer identification and the need analysis, throughout storylines, simulations and quotations, investment advisory, to the proposal generation and capturing the customer signature. Comarch Mobile Insurance Advisor can be used by agents and brokers anytime and anyplace as it is available for different platforms, both as a native and web application on tablets, enabling the sales network to manage their tasks, browse sales results and access single customer views. Comarch's solution can work in both offline and online modes, and is centrally controlled by a web-based back-office application. More information on insurance.comarch.com.

About the ERGO Insurance Group

ERGO is one of the major insurance groups in Germany and Europe. Worldwide, the Group is represented in over 30 countries and concentrates on Europe and Asia. ERGO offers a comprehensive spectrum of insurance, old-age provision and services. In its home market of Germany, ERGO ranks among the leading providers across all segments. About 48,000 people work for the Group, either as salaried employees or as full-time self-employed sales representatives. In 2012, ERGO recorded a premium income of more than 18 billion euros and paid out benefits to customers of over 17 billion euros. ERGO is part of Munich Re, one of the world's leading reinsurers and risk carriers. More at www.ergo.com.

About ERGO Insurance Benelux

In Belgium, the Munich Re group operates through three companies: ERGO Insurance (life insurance), DKV Belgium (medical expense insurance) and D.A.S. (legal assistance insurance). Over 700 000 customers in Belgium have already placed their trust in ERGO Insurance, helping the company to position itself as one of the market leaders in the pension savings segment, with a market share of 16.6%. ERGO Insurance NV/SA operates through its own exclusive network (more than 1000 self-employed advisers and almost 400 agents in Belgium) under the ERGO brand name, as well as via a network of brokers trading as ERGO Life. The company has 319 staff who work at its head office or in one of the 23 local Business Centres. More at www.ergo-insurance.be.

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