



Success Story – Axa Middle East

With six projects deployed in 18 months on the Cirrus Shield platform, AXA Middle East delivers its digital transformation and reimagines customer experience by offering innovative solutions to its customers and distribution partners.

Challenges Faced by AXA Middle East

To maintain its global leadership in the insurance industry, the AXA Group has defined a strategy deeply based on digital with a main objective of adapting both processes and tools to the rapid evolution of changing consumer behavior and expectations.

As part of this strategy and to take a competitive advantage in the Lebanese market, AXA Middle East wanted to quickly put in execution its digital transformation strategy by implementing the following tools:

- Online sales of insurance policies coupled with contact center capabilities for calling back prospects.
- Electronic submission of auto claims with a mobile application.
- Customer portal with policy renewal and online payment features.
- Complaint management system including customer satisfaction measurement.
- Distributor portal with prospecting tools to develop business.
- Recruitment management system integrated into AXA Middle East's public website.

To accelerate the delivery of its projects, AXA Middle East selected to implement them with Cirrus Shield.

Reasons for Selecting Cirrus Shield

During the various presentations, both functional and IT teams at AXA Middle East identifies the following as advantages of Cirrus Shield:

- **Easy to use:** with a modern and responsive user interface, the adoption of Cirrus Shield by users is fast and easy.
- **Fast to configure:** the point-and-click configuration environment allows project teams to iterate on mockups in Agile mode with the business to quickly deliver a project that is closest to the expected result.
- **Meets stringent compliance policies:** the possibility to deploy Cirrus Shield within AXA Middle East's on-premises data center allows the entity to meet compliance requirements in terms of data confidentiality.
- **Easy to integrate:** Cirrus Shield integrates easily within the IT landscape thanks to its data integration tools such as the data manager (batch integration) and to its standards based web services interfaces for real-time integration.

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Results

Hundreds of new leads generated

The rapid deployment of a complete online sales solution allowed AXA Middle East to cater to a new customer segment on the Internet. As a result, hundreds of leads were generated following the deployment of the online sales portal, including quotation systems for 6 lines of businesses fully integrated with electronic payment. By putting in place a callback process to contact the leads generated from the sales portal, AXA Middle East agents and its call center can also convert part of the prospects who abandoned their shopping cart along the way.

New value-added services for AXA customers

With the new auto claim submission tool available directly in a mobile application, customers of AXA Middle East have a simple tool to facilitate the transmission of information to AXA teams. Claims submitted through the mobile app are therefore processed faster, a key point in customer satisfaction.

24/7 customer service

The new customer portal allows customers of AXA Middle East to access their information without needing to contact AXA. This services portal displays among others the customer's insurance policies and claims with the possibility to renew the policy online. AXA Middle East improves customer experience and provides a better quality of service.

A renewed customer experience

The complaint form deployed on AXA Middle East's public website is connected directly to Cirrus Shield and accessible to back-office complaints management teams. The management of complaints end-to-end allows AXA Middle East to resolve customer requests effectively, all the while giving customers visibility on the processing time. Information is shared easily shared directly within the application, enabling all employees to work as a team on closing customer requests with service excellence in mind. Customer satisfaction is also tracked with automated questionnaires sent to customers once the complaint is closed.

A business development tool for distributors

With Cirrus Shield, AXA Middle East's agents now have a single environment where they can manage their customer portfolio and easily access customer information, including their policies, claims, the points they acquire as an agent, including the ability to renew policies of their customers directly online.

Recruiting - simplified

The flexibility of Cirrus Shield allowed AXA Middle East to quickly deliver a recruitment management application directly integrated within the public website. Application forms filled by candidates wishing to join the company are directly integrated with Cirrus Shield. Human Resources teams are thus able to easily manage the recruitment process and to track the progress of any application. Cirrus Shield now also serves as the central database for candidate résumés and applications for AXA Middle East.

Founded in 1817, AXA was created through the merger of several insurance companies. Present in 57 countries, the group is considered a world leader in insurance thanks among others to its effective management of prospects and customers.

AXA Middle East is a subsidiary of AXA Group addressing the Lebanese, Syrian and Jordanian markets. The company serves its customers by meeting their insurance needs and by offering innovative services to remain a leader on the Lebanese insurance market.

Want to know more about Cirrus Shield:

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