

## Background

With the emergence of banks as one stop shop for all financial needs of their customers-banking, investments and insurance-banks are seeking to provide their customers with a unified view of their relationship with the bank. This in turn calls for banks to work closely with insurers to keep bank customers updated about their insurance policies, say over bank portal. Bank would also like to offer insurance products that meet the specific needs of their customers and provide full cycle of related services. Finally, banks also need to account for their insurance commissions. InsBank is targeted at this need of the bank.

The screenshot displays the 'Proposal Administration System' interface for Kotak Mahindra Bank. It features a sidebar with navigation options like 'Customer Information', 'Deal', 'Accounting', 'Enquiry', 'Batch Process', 'MR', and 'Configuration'. The main content area is titled 'Deal Creation' and includes fields for Deal Number, Customer ID, Lead Generated, Deal Date, Product, and Branch. Below this are sections for 'Proposal Policy Details' (Proposal Date, Policy Term, Policy Expiry Date, Policy Sum Assured, Policy Inception Date, Premium Fasing Term, Premium Frequency, Insurer Proposal No), 'Rider Details' (Rider Code, Rider Name, Sum Assured, Premium, Term), and 'Cheque Details' (Instrument Type, Instrument No, Bank, Date, Amount). The interface also includes a 'Relationship Code' dropdown, a 'Delete' button, and 'Save' and 'Back' buttons at the bottom.

InsBank is the IT backbone for banks and corporate agents in their operation and interfacing with insurers. It is especially configured for handling large volume of proposals by banks by collecting only the essential data, and providing near real time update to customers on proposal and policy status. InsBank supports both non-life and life insurance operations, including Unit Linked business.

## Overview

Bank collects lead details through a deal-slip giving client, proposal and premium collection details. The details are entered into InsBank, which validates the data against pre-defined product rules. After authorisation, information is sent either in paper form or electronically to respective insurers, along with the premiums. Insurer's back-office system keeps sending proposal status through regular extracts, which is imported into InsBank, thereby updating status of proposals.

After completion of underwriting, accepted proposal details are sent by insurer system and imported into InsBank. This automatically generates accounting movement for commission booking. Booked commission is reconciled against InsBank computed commission. On commission remittance by insurer, booked commissions are settled. The auto commission generation, reconciliation and settlement is supported for renewal premium as well as unit linked top up premium.

At any point, bank, as well as their customers can check proposal and policy status using InsBank enquiry or on bank's portal. Bank's portal, which usually provides information about customer bank and investment accounts, can be configured to provide details of insurance proposals and policies, through regular update from InsBank.

Many of these processes are carried out in batch mode, usually daily, for transaction efficiency. However some of the processes are handled online, using messaging.

## Features

### Person Data Bank

InsBank is a client-oriented system and has a person data bank (PDB), where necessary details of each person, including corporate, is maintained. As several banks maintain central repository of high value customers, Insbank provides for real time data de-duplication, seamless data transfer and integration with central client repository. This is achieved through industry standard online messaging facility, IBM's MQ / AQ.

### Deal

InsBank is designed to collect necessary details about each proposal, before sending the proposal to the insurer, for underwriting. Deals are entered through a simple, single screen, where you collect basic details relating to proposal, life assured, riders and premium collected. It has inbuilt maker checker concept for authorisation and forwarding only authorised proposals to insurers.

InsBank is supported by a powerful premium computation facility that is uniquely designed to handle life and non-life rates. In respect of each benefit / rider, unlimited combination of rating parameters are possible. It is also possible to allow for flexible premium options, where the customer can choose his own premium.

## Status update

InsBank integrates with insurer back office system to fetch and update current status on proposal and policy. This is achieved through batch process to reduce peak hour load on the bandwidth. Batch process can be run at any desired frequency, though our customer banks find it most useful to run it daily. System provides for manual updates with necessary security control, to handle exceptions

## Accounting

Accounting is completely automated in InsBank. Proposal acceptance automatically computes the commission, which is then reconciled with commission actually remitted by insurers. Accounting movements are generated, which can flow into the chosen General Ledger, such as Sun Accounts, SAP Financials, Oracle Financial or any other system. The same is true for renewal business as well as premium top up for unit linked business, where relevant commission rate is picked up, commission computed and accounting movement generated. TDS and service tax is taken into account and shown separately.

We also provide facility to handle accruals and month end adjustment entries, automatically. To cap it all, InsBank provides for manual JV's and adjustment entries, only to authorised users, as you never know, when you need to handle exceptions

In fact, in the background of this seemingly simple and automated accounting process, lies a complete Account Receivable and Account Payable (AR/AP) functionality, which can be made available to the bank, if required.

## Enquiry

InsBank has a powerful enquiry facility, in which you can drill down to the lowest level in respect of any client and proposal/policy. It is designed for providing information to customers, in person or over phone. In addition, it provides for customer self service for high value customers, through direct update of bank's customer portal through API's. A customer can, therefore, get a unified view of banking, investment and insurance relationship with bank. Insurance information includes proposal and policy status and policy renewals due.

### SETUP

- Policies
- Benefits
- Commission Rates
- Premium Rates
- GL Mapping
- Access levels

## Batch processes

A significant part of InsBank is the batch process to update proposals, policy and renewal data from insurers back office system. Batch processes have been made error proof to avoid human errors, such as double update, wrong update etc. In addition audit trails of batch operations are maintained and so are the exception reports. Manual facility has been created to handle records, where batch is unsuccessful.

## MIS Reports

InsBank has a set of in-built reports for management information and control, such as proposal status report, commission report, performance report, profit report, tax deduction report, commission reconciliation report etc. Any standard report-writer may be used with InsBank to generate reports, for which Ibexi shall provide a business layer.

## Design

Insbank is a highly parameterised system, which can be deployed across different markets without changes to the programs. Experienced consultants from Ibexi work with the clients to understand their requirements and set up the policies, benefits and rates into the system. Ibexi trains the client representative to carry out the set ups themselves. On line help facility assists the users and system administrator in making full use of the system.

In terms of product design, InsBank uses the internationally accepted 'benefit' model. A proposal is a set of main and other optional benefits / riders / perils, which translates into a policy or a package.

## Integration

InsBank integrates seamlessly with Ibexi's pre-sales support system for insurance brokers 'Analyst'. Data entered in Analyst, for example, client data, is available for proposal handling and accounting. However, InsBank is designed to work standalone, without Analyst also.

## Security

In addition to the security provided by Oracle, InsBank provides for different levels of users. Access to the menu is based on the user level viz. Data entry operator, experts and system administrator. Furthermore, InsBank support a complex matrix of access levels involving branch and lines of business, thereby preventing a user from 'peeping into' data relating to other branches and lines of business. However, client repository is common, as it should be. At higher level, access is provided to users to look into data relating to multiple branches and across lines of business.

InsBank maintains a record of transactions and updates made by each operator, along with time stamp.

## Implementation and support

Ibexi provides implementation and support to its clients through its highly experienced consultants. These consultants have experience in insurance implementation and business analysis in international market. They can provide inputs for a quick implementation and best workflow practices to the clients.

## Technology

InsBank is a browser-based system developed using ASP. The database used is Oracle, which is a highly scalable and secure relational database management system. This combination translates into a scalable software, which can be deployed over intranets or the Internet, providing simultaneous access to large number of users from different geographical areas.

## About IBEXI

IBEXI Solutions specializes in providing business and technology solutions across the insurance value chain, for the entire community- insurers, re-insurers, banks, agents, brokers, distributors and service providers – in all areas of insurance. IBEXI brings to the insurance industry a unique combination of business knowledge, technology and process skills, and insurance-specific products.

### Other IBEXI offerings for insurance industry:

