



Company: Markerstudy

Country: UK

Industry: Insurance

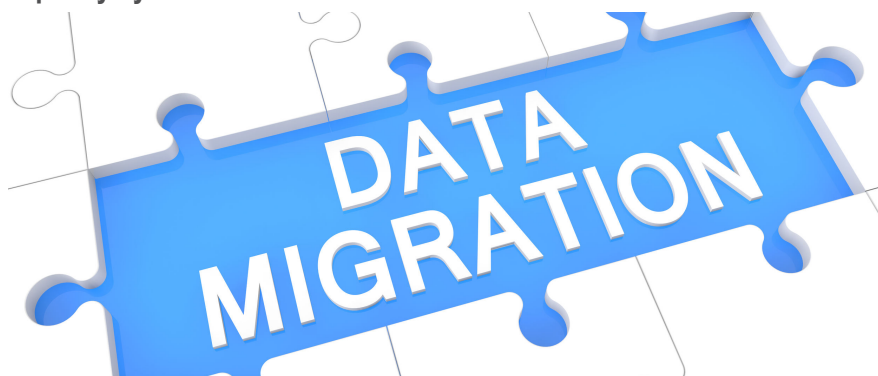
Profile: Markerstudy Insurance Services Limited offers insurance products and complementary services, and is part of a group of highly innovative companies primarily associated with insurance brands.

Established in 2001 and employing around 3,500 staff in locations throughout the UK, the Group is proud of its track record as an appointed Investor in People Gold.

Document Logistix helps Markerstudy with complex data migration following Co-op Insurance acquisition

The insurance sector is highly regulated which means effective business systems and data integrity are essential. The sector is also highly competitive which means accuracy and speed of service are essential to customer satisfaction and retention, and ultimately to profitability.

Acquiring the Co-op Insurance underwriting business raised significant challenges for Markerstudy surrounding data migration and system standardisation due to the two organisations' disparate claims and policy systems.

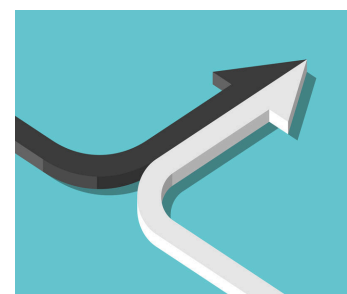


Markerstudy acquires Co-op Insurance

Markerstudy Group completed its purchase of the Co-op Insurance underwriting business in December 2020 and commenced a 13-year partnership to provide home and motor insurance products under the Co-op brand.

For David Horne, Markerstudy Application Services Team Leader, the completion of the acquisition represented the conclusion of a complex exercise to ensure that Co-op's customer data could be integrated with Markerstudy's systems.

Co-op Insurance had historically used a mix of in-house and outsourced services as well as diverse claims and policy systems, so standardisation and data consolidation were essential to maintain an uninterrupted service and to ensure data integrity.



CASE STUDY: Document Manager™ – Markerstudy



M&A pressures

The usual way to move data from one business to another is to migrate products and policies at renewal time, which can take about eighteen months to complete. However, Markerstudy opted for a one-hit, big bang approach.

David talks about the pressures of time and complexity involved in the Co-op onboarding project. “The project could be described as ‘career defining!’” he says. “We lived and breathed the project for so long, and there were legal deadlines and regulatory mandates to be fulfilled.”

No surprise then that, at the conclusion of the project, David and his team exclaimed with delight and relief: “We did it!”

Migrating vast data volumes in a few days

The task of migrating 40 million Co-op customer correspondence records was challenging owing to the legalities involved. The task was made even more complicated by the outbreak of the COVID pandemic in early 2020, which necessitated working remotely. Nevertheless, Markerstudy was able to migrate more than nine terabytes of data successfully in just four days.

The data to be migrated was provided as two separate sources consisting of database tables with complex data structures and a folder hierarchy containing nested information three to five levels deep. Document Logistix wrote an API to extract core documents to enable the transition.

Following the data migration, users are able to view customer records as separate and linked documents across all customer profiles. The system also accommodates nuances associated with home insurance, whereas Markerstudy had previously dealt predominantly with car insurance.

Streamlined data input

Document Logistix’ flagship product, Document Manager, is a system that captures documents and data in any format – paper, electronic, video and photos – as they enter the business. Captured data is centralised in a secure hub in which Document Manager facilitates the management of documents throughout their lifecycle, including data retention and destruction according to regulatory timescales.

CASE STUDY: Document Manager™ – Markerstudy

Retention and deletion regulations vary according to document type. While the majority of information has to be kept for seven years, record retention periods vary; for example, claims relating to head injuries have to be kept for a lifetime. Document Manager automatically retains and purges data according to requirements.

Reduced complexity

Markerstudy used its existing integrated system, comprising record storage, view, management and workflow functions, which, in the case of the migrated data, has replaced the multiple systems used to manage Co-op data in the past. Markerstudy's claim and policy administration platform, Landscape developed by RDT, enables users to retrieve and view any document no matter in which business it originated.

Document Logistix Sorting Office is used to scan new documents such as medical reports, court summons, claimant emails and photographs, so that they can be allocated to the appropriate claim through the use of OCR recognition on the policy/claim number. There are more than 100 document descriptions to ensure that all data is imported and assigned accurately.



Paper documents are also handled efficiently as Document Logistix helped to set up a digitisation process to work in tandem with Sorting Office. Part of the project included the addition of Fujitsu fi6800 scanners with the capability to batch scan documents at 130 pages per minute. In combination with OCR automation, the scanners enable Markerstudy to auto-index documents and assign them to claim numbers. This results in a reduced need for manual intervention or for staff to perform additional tasks, and minimises the amount of unreferenced documents.

Close analysis turns potential nightmare into dream outcome

David says that the project initiation involved business analysis to bring all the acquired company's data in-house. His team's objectives included ensuring the aggregated system worked efficiently, ensuring Co-op operators were comfortable with the system and arranging training to keep system support calls to a minimum.

David says: "It really was a big undertaking. However, Document Logistix made our lives easier. Following launch - from day one - our team of 400 system users coped well."

He concludes that Markerstudy is now in the best possible place to manage new business customer correspondence using DLX Document Manager.