



Genworth®
Financial



INFORMATION TECHNOLOGY

**TAILORED TO PERFECTLY FIT YOUR
ORGANISATION**

Marketing analytics

Customer Marketing

Product and innovation

Channel distribution

Service and claims

Compliance & governance

Information technology

Ready-made and tailored solutions

While many clients find the thought of securing new insurance revenue streams attractive, putting the IT architecture in place to make this possible can be a major stumbling block.

That's why our ability to offer both ready-made and tailored IT packages which are designed to easily integrate with your systems is a major part of what makes the complete Genworth marketing solutions offering greater than the sum of its parts.

The design and functionality of Genworth's systems allows us to support a variety of processes and operating models including underwriting, full quote and claims administration service. In addition to developing the products you need, we have the IT solutions you require to make your processes fully efficient as well as fully compliant.

Flexible solutions

Both our ready-made and tailored solutions are designed to offer full functionality across a range of platforms, delivering fast-track solutions in the shortest possible time. Genworth can step in and out of the process sequence at any logically suitable point in accordance with the agreed operational model.

Where your needs can be met with a ready-made solution, we can help you to implement the IT infrastructure, typically in a few weeks. In some instances IT can be deployed in a matter of days offering some of the most flexible routes to market available. Tailored solutions to fit the exact needs of your business are also a fundamental part of the Genworth marketing solutions offering.

The Genworth IT system is deployed across all of our European operations and the learning from over 20 countries gives us an exceptional understanding of our clients' technical needs. Whether ready-made or tailored we enable access across multiple channels, with seamless integration into your existing systems and processes from initial prospect development through to sale and beyond.

	Ready-made	Tailored	Growth
Product selection	✓	✓	
Real-time reporting	✓	✓	
Channel support	✓	✓	
Easy integration	✓	✓	
Robust security	✓	✓	
Collection & payment	✓	✓	
Drives sales process	✓	✓	
Improved efficiency	✓	✓	

The fastest route to market

All of our IT solutions can be tailored to your technical and business requirements, enabling new revenue streams to be utilised in the fastest possible time. Once they're in place, we offer comprehensive support for these IT processes, and a flexible architecture that allows changes to be made as market conditions or business needs evolve.

All of our IT applications offer:

- Support for multiple channels
- Targeted product selection
- Risk-based pricing for individual customers
- Multiple languages
- Eligibility testing
- Payment and collection methods
- White labelled solutions

A richer functionality

To ensure the best possible user experience for your staff and customers, our IT applications allow access to back-end administrative functionality. We have recently completed a \$30 million IT investment that has delivered both an improved customer experience and significant productivity benefits such as:



Online servicing

Genworth's web-based service portal provides a range of self-service options to clients and customers, including real-time access to policy information, claims enquiries and client access to online management information (MI).



Fast and efficient claims

We provide customers with a simple claim experience while also providing automated support for cover validation, duration control and fraud detection. Claims status is available online and data feeds from the claims module can populate both customer records and MI systems.



Single insurance platform

We offer a customised version of our IT platform with enhanced functionality. It can do everything from setting up products, to policy administration, claims handling, financial reporting and reconciliation so you only need one system to manage your business.



Flexible and secure data exchange

Gentran Integration Services (GIS) manages secure data exchange with our clients. Building data interfaces, whether they're file-based, record-based, batch or real-time, is quick and easy.



Management information

Genworth's systems capture data to drive an effective distribution strategy including campaign codes, sales agents and sales channels, ensuring accurate analysis of product profitability.

Compliance guaranteed

Our technical solutions are able to support both advised and non-advised sales, ensuring that compliance is achieved under both circumstances. And we operate a best-practice approach to data transmission, user access and storage - all of which exceed current data protection legislation.

Case Study: We recently embedded our online sales platform with an Irish client who required a solution that seamlessly supported the branch sales of protection products. The integration process took a matter of days and ensured secure data transfer with the added benefit of data not needing to be re-keyed so saving frontline staff time.



FEDERATION OF EUROPEAN DIRECT AND INTERACTIVE MARKETING



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