TOKIO MARINE CASE STUDY

Building Customer Services in Azure Delivers Increased Customer Satisfaction & Impressive Cost Reductions

Tokio Marine can now serve its customers even better with a 24-hour assistance service. The specially developed "Tokio Marine Servicos" (TMS) system, which runs entirely on Azure, has enabled Tokio Marine to provide round-the-clock services to its customers.
Summary
Tokio Marine Seguradora S.A. wanted to implement a new system to strategically address customer needs using the insurer’s 24-hour assistance portals and online applications. The new designed and implemented system “Tokio Marine Servicos” (TMS) in the cloud, turned a weakness into a competitive advantage. It enabled Tokio Marine to provide services 24/7 with full speed and reliability to its customers that crucially improved their satisfaction and confidence.

The Challenge
In order to serve its customers around the clock, Tokio Marine’s objective was to offer a 24-hour customer service covering all of the insurer’s customer portals and applications and connecting customers directly with recommended service providers. In addition, the new TMS customer service system provides the possibility of monitoring the service provider network so that the best possible quality of care for the insured can be guaranteed.

Another challenge was to find a solution that was scalable and could adapt to the continuous growth of the company in the Brazilian market.

About the Customer
Headquartered in São Paulo, Tokio Marine Seguradora S.A. belongs to the top 10 largest insurance providers in Brazil. It belongs to Tokio Marine Holdings, a multinational insurance holding company. Headquartered in Tokyo, it is the parent company for the Tokio Marine Group which employs 39,000 people in 38 countries worldwide. Tokio Marine Seguradora has developed domestically in Brazil since 1959. There are currently over 73 offices country-wide. The company offers a full line-up of products through a network of insurance brokers to business and private customers.

The Tokio Marine and SoftwareONE partnership began in 2013. SoftwareONE supported the shift to Microsoft Office 365 that paved their way into public cloud. Tokio Marine successfully transformed its business and gained impressive cost savings and increased productivity.

“Due to the close and successful relationship we have with SoftwareONE, Tokio Marine has entrusted the company to take the next step of their business transformation and support to implement TMS,” said Wilson Leal, CIO, Tokio Marine.

“This assistance service, which must be fast and available 24/7, is very important for us, since by using, it strengthens our relationship with our customers which only has been made possible by our close cooperation with SoftwareONE.”

Wilson Leal, CIO, Tokio Marine
The Solution
SoftwareONE designed and implemented the cloud computing system architecture for the operation of TMS. It is the first project of Tokio Marine that is 100% cloud-based. Tokio Marine invested approximately R$ 20 million in the project and hired 250 employees to operate the technology department and call center. The intention is to strategically manage the demands of customers when using 24-hour assistance.

In partnership with Microsoft, SoftwareONE now conducts a weekly monitoring review with Tokio Marine’s system architecture team to consistently optimize processes.

“The mission of SoftwareONE is to be close to the customer. After being requested to develop the TMS project with Tokio Marine, we studied and analyzed what would be the best business architecture model for this journey. Together, we decided that Microsoft Azure solutions, which integrate cloud computing management and telemetry, would be ideal. Together with Tokio Marine our IT team has built item by item the entire platform-based Azure solution.”

Antônio Clevelente, Global Account Manager, SoftwareONE Brazil

Benefits and Outcomes

01 Increased Data Protection Through High Availability
Data from customers, insurance brokers, and service suppliers is distributed across multiple data centers to create a system that never “crashes”. In the case of any failure, users are automatically redirected to another location, ensuring continuous operation without disruption. This not only increases data protection but also secures Tokio Marine’s productivity and customer satisfaction.

02 Fully Gained Service Scalability For its Customers
Cloud resources can be directly and automatically adapted to respond to increasing or decreasing demand. This is a massive benefit for the continuous growth of Tokio Marine, by providing the scalability of services that were previously a concern. Now, Tokio Marine can precisely react to changing customer demands and tailor services accordingly.

03 Reliable and Consistent Internet Connection
The cloud structure provided by Microsoft Azure guarantees a safe, stable, and responsive Internet performance. All users can access the insurer’s portals through TMS, including brokers, consultants, and customers. The platform delivers impressive gains in productivity, efficiency, and customer satisfaction.

04 Significant Cost Savings Through Payment on Demand
Azure billing on-demand, according to usage, enables Tokio Marine to achieve considerable cost savings. The cloud structure has reduced expenses to one-fifth of the previous on-premises structure.
“We are very pleased and confident with the partnership between Tokio Marine and SoftwareONE. With highly competent and dedicated professionals and excellent services from SoftwareONE, we have achieved great success in implementing TMS. SoftwareONE has become our biggest partner for cloud computing solutions.”

Wilson Leal, CIO, Tokio Marine