



Abu Dhabi National Takaful Company

**PREMIA Helps Insurance Firm Launch Operations
and Seek Rapid Growth**

Highlights

- Branch connectivity enables quick update and access to Information across the enterprise
- Faster claims handling and policy processing lead to improved customer service
- Optimized processes help improve staff efficiency
- Availability of information result in informed decision-making

Overview

Takaful is an Arabic word meaning 'joint guarantee'. Contrary to commercial insurance, the fundamentals underlying Takaful insurance are very similar to cooperative or mutually beneficial principles - to the extent that the model complies with Islamic Law. The relative low penetration of Islamic insurance in Muslim countries has seen a distinctive change in recent years, with new players having entered this market.

The entry of Abu Dhabi National Takaful Company (ADNTC), an insurance company is one such example. Founded in late 2003, ADNTC provides general and life insurance products in accordance with Takaful principles and in its second year of operations, it has more than 12,000 individual members and 55 corporate customers. The company has around 60 employees and four branches in UAE.

A strong commitment to customer service is not just part of ADNTC's belief, it is critical to the company's business strategy as well. In an industry dominated by larger players, ADNTC has to keep its products and services competitive. Meeting both these objectives meant walking a thin line between finding the right technology solution and delivering the products and services.

Challenge

As the company launched its operations, it needed a smart strategy to streamline its operations, set processes in place and achieve high efficiency and productivity. It sought a solution that would enable the company to seek rapid growth and be able to provide superior customer service.

Further, ADNTC was not only specific that the solution be based on the principles of Islamic Takaful model, but one that would provide reporting and analytics, safeguard information and ensure that up-to-date information was available to users at all times.

In summary, ADNTC was in the look out for a centrally managed solution that could integrate seamlessly with internal systems, provide the ability to process policies and settle claims quickly and efficiently besides giving the company a competitive edge in the market.

Solution

As important as getting the right system to ADNTC, was finding a solution vendor who could go the distance with the insurance company. After evaluating six other vendors, ADNTC selected PREMIA from 3i Infotech to move toward a resilient system that would be increasingly responsive to its business requirements.

Company Snapshot

Customer	: Abu Dhabi National Takaful Co.
Founded	: 2003
Industry	: Insurance
Location	: Abu Dhabi, UAE
Business	: General Insurance, Life Insurance
Employees	: 60
Individual Subscribers	: 12,000
URL	: www.takaful.ae

After evaluating six other vendors, ADNTC selected PREMIA from 3i Infotech to move toward a resilient system that would be increasingly responsive to its business requirements.

According to Oussama A. Kaissi, General Manager of ADNTC, PREMIA came out ahead in every category as the most proven and reliable solution and one that came closest to their requirements. "In our detailed selection process, 3i Infotech understood our need to move quickly and outperformed their competitors every step of the way," he said.

Another factor that ruled the decision in favor of PREMIA was the system's wide installed base and 3i Infotech's established presence in the market. "Since we were building our system from scratch, getting committed support was a critical factor in our selection criteria," said Kaissi.

The implementation process went off smoothly as it involved no data migration or technology transformation activities. The ultimate solution included modifications to the system's functionality to accommodate ADNTC's specific needs.

ADNTC held workshop training for its staff in coordination with 3i Infotech to effect proficient work management. The success of the workshop helped staff achieve fluency with PREMIA for better work efficiency in a matter of days.

Benefits

Under the new environment in which PREMIA is an integral part, ADNTC is able to achieve all its corporate goals. With all branches connected to the main system, updated information is available across offices and claims handling and policy processing procedures are consistent and settled quickly. It is now easier to track data, follow-up on payments or renew policies online.

The solution has proved highly versatile because it can deliver targeted customer-specific information and enable staff to answer queries, promptly and efficiently. Furthermore, with optimized processes, employees save time and reduce the need to re-key data. "A major benefit of the system is we have not experienced any problems with it so far and expect not to," said Kaissi.

Of immense significance to ADNTC are the various reports the system is able to generate, allowing for comprehensive analytics, better planning and improved sales forecasting. "We get valuable information that tells us the real position of the company at any point in time and that helps management at better decision-making," said Kaissi.

Today, ADNTC has an advanced IT infrastructure focused on process optimization, cost containment and service improvement. Further, the partnership between ADNTC and 3i Infotech has been highly successful in achieving the company's IT goals. Said Kaissi, "Overall, we are delighted with the solution. It meets all of our criteria and gives us a platform for future growth."

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About 3i Infotech

3i Infotech (www.3i-infotech.com) provides software products and IT services for the Banking, Financial Services & Insurance (BFSI); Manufacturing, Retail & Distribution; and Government verticals. The Company is SEI CMMi Level 5 compliant for its Software Services, ISO 9001:2000 certified for its BPO Services and ISO 27001:2005 certified for its Infrastructure Services.

By using its domain knowledge and through continuous investment in technologies, 3i Infotech Limited helps corporations in their businesses through its expertise in enterprise-class software solutions, software services, information security consulting, system integration services, IT infrastructure and Disaster Recovery solutions. 3i Infotech services over 600 customers in more than 50 countries across five continents

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