Case Study

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A Cloud Transition Journey
Migration of Legacy Systems to Salesforce Service Cloud Improves Service, Reduces Costs

Fiserv helped a Fortune 500 warranty insurance company transition multiple legacy policy and claims management systems to the Salesforce® customer relationship management platform. The results included reduced infrastructure costs, streamlined dealer onboarding, enhanced client communications and improved data accuracy.
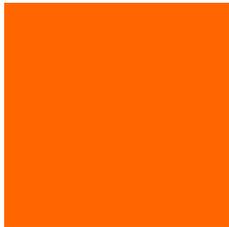
During five decades of growth and expansion, a warranty insurance company had developed several home-grown policies and claims management systems running on disparate legacy technology in multiple U.S. and international locations. In time, this led to inconsistent information across systems and slow response times for core business functions. The company also faced rising costs related to infrastructure maintenance and licensing, and the consolidation and reporting of data was time and resource-intensive.

The Transition Plan

The company sought a technology partner to help it replace its multiple legacy systems with a single, cloud-based solution that would support campaign management, sales automation, customer service and account management. The migration included sunsetting applications running on Java, .NET and the AS/400 platform. The solution needed to accommodate multilingual and multicurrency capabilities and support rapidly changing application requirements with frequent release cycles.

To address these challenges, the company turned to Fiserv, a trusted technology partner.
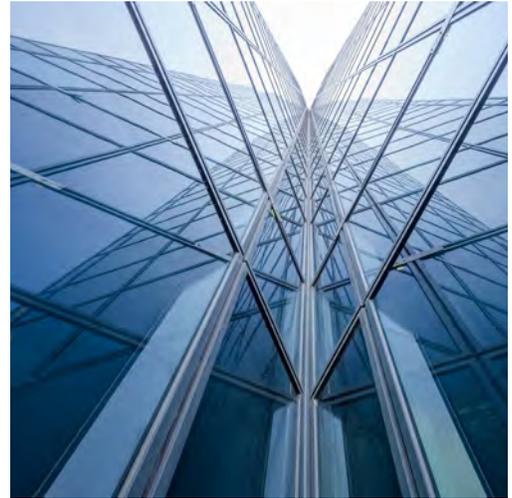
Warranty Insurance Company

Client Profile

The client is a U.S.-based Fortune 500 company with operations in more than 35 countries and over 1,600 employees. It is a leading, global provider of warranty insurance for consumer electronics, automotive and credit card enhancements.

A Customized Solution

The company selected Fiserv because it has a successful track record of helping financial services organizations manage smooth, cost-effective digital transformations. Through its Business Technology Services suite, Fiserv offers a dedicated Salesforce practice and in-depth experience in data management, data conversion and automation testing.

Fiserv moved the company's client information from diverse legacy systems to Salesforce by taking complete ownership of the process. Salesforce experts at Fiserv conducted a comprehensive analysis of the legacy systems, gathering the information needed to build a new solution aligned with operational and business requirements.

Workflows were designed to meet the specific needs of insurance claims and policy management. The resulting Salesforce Service Cloud solution includes policy administration, claims administration and billing modules across its sites worldwide (including U.S. and Latin America).

Fiserv utilized its proven migration framework to ensure the movement of data to Salesforce and shutting down of legacy systems was completed on time and without disruption to the business and its customers.

"The dedication, productivity, results-orientation, and professionalism we received from the Fiserv team are exemplary. I could not be more impressed with the great work they do."

As a final step, Fiserv conducted sanity and regression testing of the new solution. DevOps continuous integration testing will enable the organization to respond quickly to frequent releases and software patches while preventing business disruption.

Cost Savings, Improved Service and Much More

Fiserv managed an on-time, on-budget migration to Salesforce Service Cloud that will reduce operational costs, speed service to customers and provide these additional benefits:

- Enterprise users can now access cloud-based applications more quickly, from virtually any internet-connected device

- The company has improved its customer communications and satisfaction with multilingual and multicurrency support across geographies

- Reports are more accurate and take less time and resources to create, improving management decisions and increasing transparency across the organization

- Integration with third party systems is streamlined with the use of the MuleSoft Anypoint Platform™

Fiserv is driving innovation in Payments, Processing Services, Risk & Compliance, Customer & Channel Management and Insights & Optimization. Our solutions help clients deliver financial services at the speed of life to enhance the way people live and work today. Visit fiserv.com to learn more.

Connect With Us

For more information about Business Technology Services, call 800-872-7882, email getsolutions@fiserv.com or visit fiserv.com.

Challenge

A Fortune 500 warranty insurance company made the decision to move multiple versions of legacy claims management systems, located in multiple states, to a single Service Cloud on the Salesforce customer relationship management platform.

Solution

- Fiserv customized Salesforce to meet the company's insurance business requirements

- Fiserv orchestrated accurate and timely movement of client data from legacy systems to Salesforce Service Cloud, with the help of a migration framework

- Fiserv developed a framework for application testing to ensure that the new system was functioning as intended and future software releases and patches did not negatively impact the business

Proof Points

Migration to Salesforce Service Cloud

- Claim reporting to creation time has been reduced from 45 mins to three minutes

- 50 percent reduction in operating expenses

- Automation of contract creation

- Improved user communications and customer service

- Great end-user experience

Automation Testing

- 70 percent improvement in testing coverage

- 30 percent reduction in the Q/A cycle time

- 20 percent reduction in testing costs

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