



Appian for Life, Pension, and Annuity Companies

As the speed of change accelerates in the insurance industry, life, pension, and annuity companies need a way to automate manual processes, reduce costs, and transform the customer experience to stay ahead of the competition.

Life, pension, and annuity (L&A) industry challenges.

- Pressure to reduce costs.
- Difficulty winning and maintaining multi-generational customers.
- Inflexible technology and manual, inefficient processes.
- Hard-to-maintain legacy core systems and data silos.
- Growing competition from insurtechs and tech giants.

Key benefits of the Appian Low-Code Platform.

- Reduce development costs by 50%.
- Build apps 17x faster.
- Improve employee efficiency by 7,800 hours through digital process automation.
- Increase time to value of applications by 50%.
- Payback period of less than six months.

The Appian edge for L&A companies.

Rapidly deploy and scale the following mission-critical applications enterprise wide.

Marketing, Sales, and Distribution	Connected Underwriting and Servicing	Connected Claims	Reinsurance	Regulatory and Compliance	Corporate Functions
Agent and broker channel automation (portals)	Contact center automation	Appian Connected Claims	Audit management	Anti-money laundering (AML)	Connected Onboarding
Agent life cycle and performance management	Customer service complaint management	Adjuster assignment and coordination	Bordereau/ data intake management	Audit management	Financial close process automation
Commission management	Life insurance underwriting	Loss intake coordination	Cedent/client onboarding coordination	GDPR	Human resource management
NPS/CSAT/ customer tracking	Policy/pension servicing and administration	Fraud case management	Underwriting authority management	IFRS 17 processing	IT applications management
Sales automation and marketing management	Product lifecycle management			NA data privacy	Procurement and contract management
	Underwriting authority management			Payments processing	Workforce safety
				Sarbanes-Oxley internal compliance and audit	

Real-world success stories.

- **Transforming customer service in life and pension.** Aviva, the largest insurer in the UK, is transforming the customer experience with Appian. Aviva chose Appian to unify 22 different systems and provide a single unified platform for call center operations, resulting in a 9X acceleration of customer service response times.
- **Pension administration.** Using the Appian platform, Aegon built a mission-critical pension management system in under three months. Aegon was able to migrate 45,000 pension participants into the new system and enable 80% of transactions to be done online. This, in turn, helped increase Aegon's net promoter score (NPS) by 36 points.
- **Life claims management.** Since partnering with Appian, Aviva France increased the number of same-day claims settlement from 1% to 25%, plus, they saw a 530% jump in claims settled within three days. No longer worried about time, claims handlers were able to better engage with their customers and focus more on expressing empathy during their calls.

[Learn more at appian.com/insurance.](https://appian.com/insurance)

Leading L&A companies trust Appian.

