



Case Study

Participants will be asked to consider the hypothetical scenario of launching a new insurance product that can only be offered to existing insureds.

The Hypothetical Insurance Company is launching a new product that is only available to existing insureds. Applicants must include copies of:

- birth certificates
- driver's license or other government issued photo identification
- bank statement or 1099

Develop a process map that covers:

- Sending marketing material to policy holders via their channel of choice
- Follow-up with non-responsive prospects via an alternative communication method
- Receive applications from policy holders via their channel of choice
- Review application for completion of all required fields
- Track supporting documentation submission
- Application approval
- Sending confirmation of approval/denial
- Sending new policy packet
- Sending updated invoice

The teams will then come back together and present their solution. From the proposed solution, the instructors will create a "best-in-class" workflow.

New Product Launch Workflow

