

SIGNICAT



ANVA customer case study



BOOSTING ONLINE CONVERSION FOR ANVA

Executive summary

ANVA creates solutions for the insurance industry, helping its clients to work more efficiently and conveniently. It realised that due to GDPR regulations, current messaging platforms were not secure enough, prompting its clients to revert to paper letters.

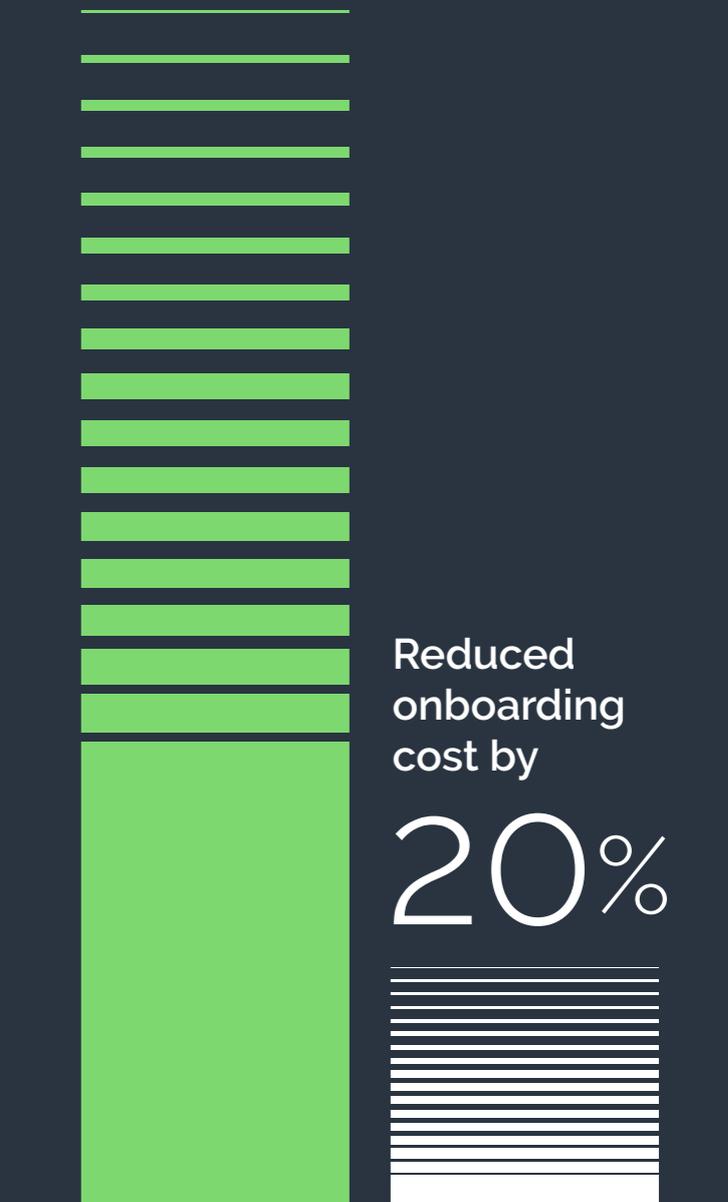
ANVA thus created a secure messaging platform called Safebay but needed a secure way to identify customers.

ANVA turned to Rabo eBusiness, a joint venture between Rabobank and Signicat, as it is the only Digital

Identity Service Provider that could help it digitise the identity authentication process.

The Rabo eBusiness platform was then integrated into Safebay using APIs, allowing ANVA customers to identify themselves using their iDIN credentials.

As a result, onboarding times have been reduced by 1.5 hours per application, saving ANVA's customers €500 on average, roughly 20% of the onboarding cost.



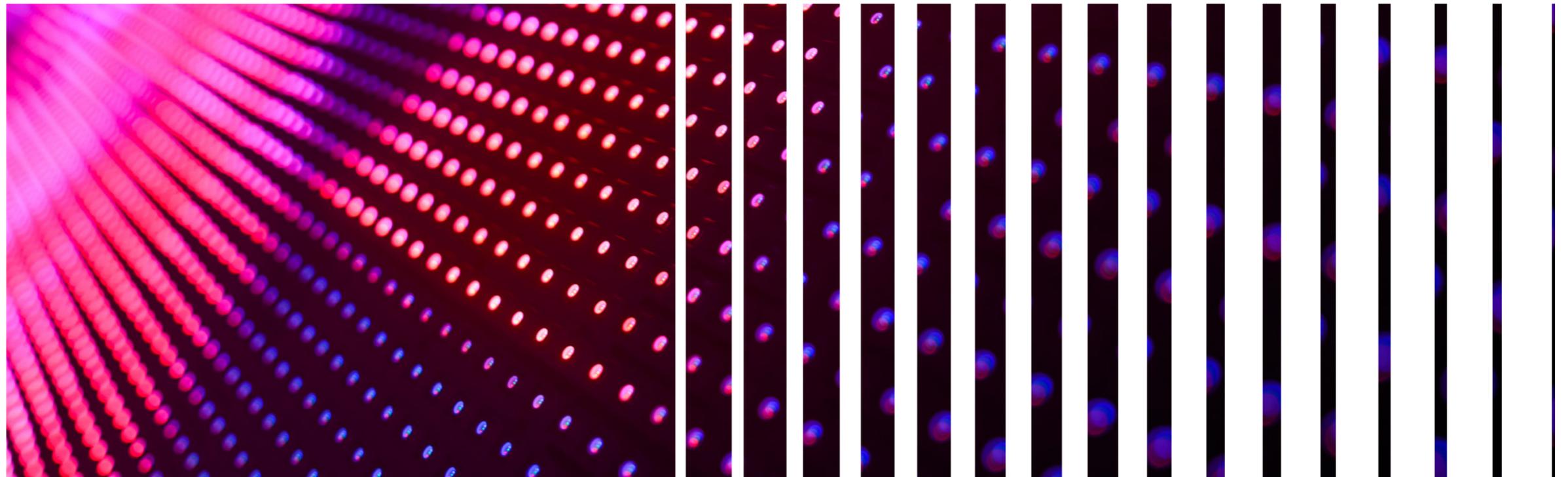
*Importantly, **the messaging platform is end-to-end encrypted**, customers can send, receive and **sign documents digitally** and the process supports GDPR compliance.*

Background:

Established more than 40 years ago, ANVA proudly develops software solutions for the insurance industry. It is a total supplier in the field of software and support for insurers, but also service providers and financial

advisors. ANVA has more than 10,000 financial professionals that use its software to offer insurance products to their customers in the Netherlands, where it's headquartered, as well as in the Caribbean.





The challenge

ANVA creates software solutions that enable its clients to work more efficiently and conveniently. Its clients work across the insurance, mortgage and finance industries, which by nature, handle sensitive customer data.

Following the enactment of GDPR in Europe, ANVA's clients needed a way to ensure that confidential data

and communication could be safely exchanged with their customers digitally. As the privacy of email or messaging platforms is not always guaranteed, some of ANVA's clients switched back to paper mail once GDPR was enforced, as they did not know how else to communicate while complying with the new legislation.

Critically, this meant that its clients couldn't be certain the sender or receiver was who they said they were which is essential for regulated communications or contracts.

Thus reverting back to manual, paper-based processes meant that online conversion of, for example, a customer's insurance contract was slowed down, and required additional steps for finalisation, but also the risk of fraud was increased.

ANVA knew there was an urgent need for a secure digital solution that could verify the identity of its customers and provide ongoing authentication. It needed a partner that could ensure this process was safe, but also convenient and simple for both its clients and their customers to achieve higher conversion.





The solution

With the expertise required to create software for the insurance and finance industries, ANVA saw it as the company's responsibility to create a solution to protect the privacy of its clients' customers in-line with regulatory requirements.

It created a secure messaging platform called Safebay that can also be used for video conversations. To truly meet its responsibility, however, ANVA needed a partner that could provide a convenient, and secure method of authentication for Safebay to verify the sender and receiver.

ANVA identified and selected Rabo eBusiness, a joint venture by Rabobank and Signicat, as the only Digital Identity Service Provider that

could help it digitise the identity authentication process. Rabo eBusiness is also the only provider that allows customers to use new digital ID schemes like iDIN – the bank-led Dutch national electronic ID - for digital on-boarding, login and signature.

ANVA was able to integrate the authentication platform into its Safebay solution using a single API. Users of the Safebay app can then easily identify themselves with their existing iDIN credentials to prove they are who they say they are. This was essential to ensure that its clients could authenticate their customers securely and conveniently.



*Rabo eBusiness was the only provider that could offer a **solution that would work for our clients and their customers,***"



Justin Schlee
Strategy Director at ANVA



"It supports iDIN which means customers can now use their digital ID to identify themselves. This simplifies the authentication process for them, but ensures our clients can still meet regulatory demands.

We didn't have the knowledge to implement a secure authentication method ourselves, but Signicat helped us to become accredited to use iDIN and took care of everything. The implementation only took one month and we were impressed by how quick and easy it was to roll out."



Average hourly rate results
in a total cost saving of

€500

Total saving of

20%

across all mortgage
applications.

The results

Since the implementation of the authentication service in August 2018, ANVA has seen immediate results for its clients. The reduction in cost and time varies dependent on the type of process and the nature of the client. However, this can be demonstrated through the example of one of its mortgage advisor clients.

The average time to complete the mortgage process in the Netherlands is 21 hours. When calculated with the mortgage advisor's hourly rate of €123 per hour, the total cost of an average mortgage process is €2,500. The process involves multiple contact moments and the requirement to exchange 16 different documents, including identification and a copy of the applicant's passport.

Using the Safebay solution, the mortgage advisor can now complete these contact moments and deliver relevant documentation through the secure messaging platform with ease.

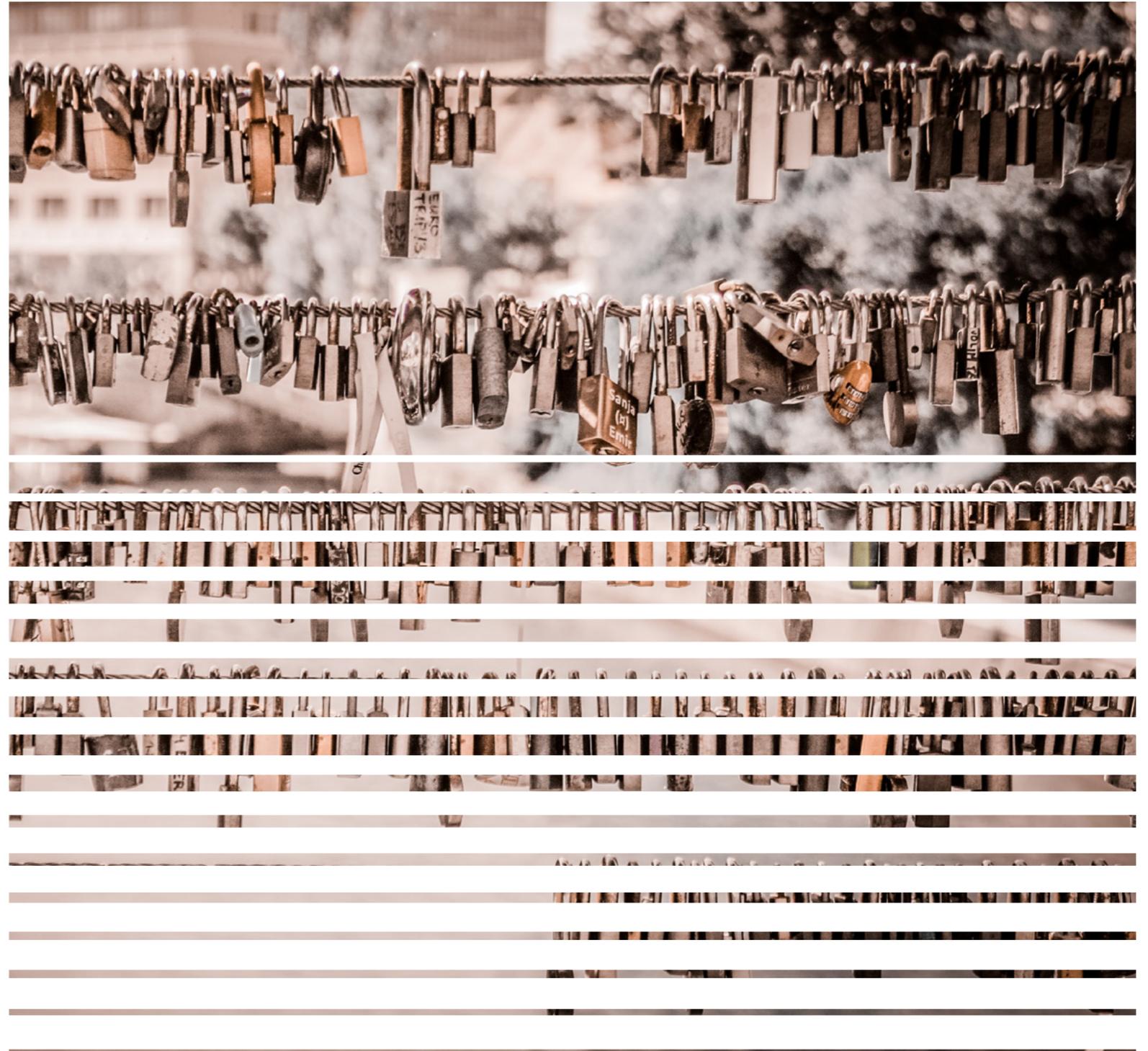
This has resulted in a time saving of four hours, and when calculated with the average hourly rate results in a total cost saving of €500, which translates to a 20% saving across all mortgage applications.

Its customers now also get back, on average, one and a half hours as they can complete the process remotely and, for example, no longer need to take time off work to visit the advisor during office hours.

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The most important result from the deployment is the ability to securely identify users with iDIN. This means that all data and documents are end-to-end encrypted.

Its clients can verify customers, communicate, and sign agreements digitally through the platform, without relying on sending physical documents in the post. And this means its clients can also be sure that their online processes are GDPR compliant.





Next steps

ANVA is now planning to introduce chatbots to Safebay. The chatbot will be able to guide the customer through its digital journey, whether that be to take care of the inventory of an advisory interview, or to automatically deal with the questions asked when taking out an insurance policy.

It will also be able to store documents and agreements in ANVA's own consortium blockchain. Thanks to identification with iDIN, the chatbot can be used to make the process of insuring more efficient.



*We're extremely happy with the results that Rabo eBusiness has delivered. We're confident that with their support and expertise, we can **expand our services and provide a better user experience** with the implementation of additional identity method in future.*

Justin Schlee

Strategy Director at ANVA

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