

NOVARICA ACERANKING

SNL IPARTNERS: INSURANCE SCORECARD

Novarica Average Customer Experience (ACE) Silver Ranking Report 2013 Q4



Novarica Average Customer Experience (ACE) Rankings are based on an online survey of senior technology and operational executives at three insurer clients who have direct experience with the vendor product and organization. **Silver Rankings, like this one, are based on 5 client responses.**

Novarica validates the identity and responses of the participants, who are assured of anonymity.

The Novarica ACE Ranking survey asks for the reference to rank his or her experience with the vendor and solution on a 5-point scale from “Very Poor” to “Very Good” against various areas of customer experience, for example “Responsiveness of vendor senior executives.”

These statements are grouped into Novarica’s four **SOFT** areas (Staff, Organization, Functionality, and Technology) as well as an additional area for Overall Customer Satisfaction, which is double-weighted in the average.

Novarica ACE Rankings are produced independently and are not sponsored by the vendor. Novarica offers vendors the opportunity to direct clients to the survey and also solicits participation directly from its own network of insurer contacts.

The Novarica ACE Ranking is intended to provide an objective measurement of customer satisfaction levels in general, and is intended to be used to guide insurers’ own due diligence processes when evaluating potential solution providers. **It is not a substitute for conducting reference interviews or visits prior to selecting a solution.**

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ABOUT THE VENDOR AND SOLUTION

SNL iPartners is a private company based in Alpharetta, GA with approximately 20 employees. iPartners' business intelligence and reporting solution for P/C insurers, Insurance Scorecard, was launched in 2002 as a division of Application Partners and last re-architected in 2011. The solution includes an insurance-specific data model with more than 70 industry-standard KPIs and supports all subject areas surveyed by Novarica for over 50 different lines of business. Publicly announced clients include Republic Group, GuideOne, American Safety Insurance, United Property & Casualty, Celina Insurance, Mercer Insurance, and Colorado Farm Bureau. A profile of the solution appeared in *Novarica Market Navigator™: Business Intelligence Solutions for US Insurers (2012)*.

ABOUT THE RESPONDENTS

Reference Title	Company Type	Areas Where Solution is Used	Years
CIO	Midsized P/C Insurer	Underwriting, claims, finance	1
VP, Claims	Midsized P/C Insurer	Claims primarily	6
CSO & Business System Delivery Director	Midsized P/C Insurer	Executive financial reporting	0.3
Underwriter	Midsized P/C Insurer	Underwriting, marketing, and executive review	5
Managing Vice President, Financial and Business Analytics	Large P/C Insurer	Underwriting, actuarial, claims, finance	3

STAFF

Staff	Avg. Ranking
Responsiveness of vendor senior executives	95
Responsiveness of vendor implementation team	95
Responsiveness of vendor support team	80
Overall vendor team understanding of my business	90
Overall vendor team knowledge of own product	95
Overall Staff Average	91

ORGANIZATION

Organization	Avg. Ranking
Makes appropriate implementation and support resources available	85
Project management practices	85
Gives customers a voice in product development planning	100
Training and documentation	85
Reasonableness in contract negotiations	80
Overall Organization Average	87

FUNCTIONALITY

Functionality	Avg. Ranking
Ease of use	90
General business user satisfaction with the product	85
Product delivers the promised functionality	95
Product improves business processes	95
Product's ability to adapt to new business needs	100
Overall Functionality Average	93

TECHNOLOGY

Technology	Avg. Ranking
General system performance	90
Scalability	90
Ease of integration	85
Use of current technology	90
Fit with IT architectural vision	100
Overall Technology Average	91

OVERALL CUSTOMER SATISFACTION

Overall Customer Satisfaction	Avg. Ranking
Overall satisfaction with product performance	95
Overall satisfaction with vendor service levels	80
Overall satisfaction with vendor relationship management	90
I would buy this product again if I had it to do over again	95
I would buy other products from this vendor assuming I had a need	90
Overall Customer Satisfaction Average	90

COMMENTS

Extremely knowledgeable & friendly staff.

Vendor has been very responsive to our local issues and has an excellent understanding of our data and KPIs which greatly facilitated implementation and credibility with business executive users.

System training was excellent.

Excellent industry-specific knowledge.

ABOUT NOVARICA

Novarica provides information, insights, and perspective on markets, operations, and technology to financial services and insurance executives and project teams. The company delivers its service through published research, retained advisory services, and project-based consulting. Novarica's research includes market and trend analyses, best practices research, case studies, and independent analyses of insurance software vendors. Novarica draws its knowledge from the personal experience of its principals, the ongoing information gathering initiatives of dedicated research staff, and regular communication with insurer executives through informal networks and through the Novarica Insurance Technology Research Council. More information is available online at www.novarica.com.