We used to search countless paper documents manually to find the information needed by our customers. This process took us at least an hour, sometimes even more than one whole day. By setting up Hitachi Content Platform and building an image system, however, we can now search all types of documents needed by the main office as well as all branches; thus, we enable Green Cross Life Insurance to provide differentiated services and respond immediately to customer demands.

Byeong-su Kang
Manager, Information Service Team
Green Cross Life Insurance
Green Cross Life Insurance Cuts Costs, Differentiates Services with Hitachi Content Platform

Based on the Green Cross management philosophy of “Disease-free Life,” Green Cross Life Insurance deals with human insurance and reinsurance contracts as its main business. The company needed an effective and systematic electronic document management system to respond promptly to customer demands. For Green Cross, Hitachi Content Platform answered these requirements.

The Challenge

Green Cross Life Insurance is a major domestic insurance company seeking to become a firm that specializes in life insurance that combines medical information and effective health care service with life insurance. It currently stores enormous numbers of paper documents for 2,700,000 cases — including insurance certificates, subscription forms and contracts, and customer bio-data — in a 462.812 square meter (about 1,518 million square feet) underground silo in its main office in Shindaebangdong. The increase in customers and services required a new system to provide speedy service. The new system was also needed to prepare for compliance, which was expected to be initiated in Korea.

The Solution

Customer data management is important in the financial sector, particularly among banks and insurance companies, serving as the foundation of customer service. After recording remarkable growth, Green Cross Life Insurance implemented Hitachi Content Platform and built an image system, thereby meeting customer demands in real time through the call center.

“When we advised IT departments to build a system for managing documents efficiently, most companies decided to purchase a document storage building since they chose to look only at the immediate benefits; thus, they spent huge amounts of money in the process. In contrast, the management of Green Cross Life Insurance was convinced of the need to build a state-of-the-art image system. This enabled us to work on the project efficiently and fast,” said Finance Business Team Manager Kyung-hoon Kim of Hyosung Information Systems, a partner of Hitachi Data Systems Korea.

The biggest advantage we gained from implementing Hitachi Content Platform is the ability to solve customer demands and scan and send contracts anytime, anywhere in real time. This cuts the screening process time dramatically.”

Sang-yeol Cha
Manager, Information System Team
Green Cross Life Insurance
Implementing Customer Satisfaction Service by Building a Leading Image System

Green Cross Life Insurance’s image system building project was implemented for about four months. After passing various tests, the system was run in July. Taking into account the interoperability with Hitachi Content Platform, the interoperability with Union Information Systems’ dDIMS, a domestic ISC-integrated document management system of Content Platform approved by Hitachi Data Systems, was verified through tests. The environment for applying the Content Platform features was established by adding software that prevents forging and modification, plus a retention feature, individual file lifecycle setting feature and data integrity feature.

Hitachi Content Platform is an archiving platform designed exclusively for electronic documents; it optimizes demands from companies requiring an electronic document management system to address the issue of compliance as well as mandates from insurance companies. Since selecting Content Platform as the main platform for the project, Green Cross Life Insurance has been able to migrate data quickly and accurately and secure stability backed by capacity that is three to four times more than the existing products. Moreover, the company is able to store 2,700,000 documents and 600GB scanned images with Hitachi Content Platform.

Information Service Team Manager Byeongsu Kang, who headed the image system building project, expressed his satisfaction: “We used to search countless paper documents manually to find the information needed by our customers. This process took us at least an hour, sometimes even more than one whole day. By setting up the Hitachi Content Platform and building an image system, however, we can now search all types of documents needed by the main office as well as all branches; thus, we enable Green Cross Life Insurance to provide distinctive services and immediately respond to customer demands,” he said.

Ensuring Cost-efficiency

Another benefit gained by Green Cross Life Insurance from Hitachi Content Platform is cost-efficiency. Even if it requires additional storages nodes when the amount of data increases in the future, the company no longer needs to purchase additional servers; instead, it can simply increase the current capacity to petabytes. Moreover, Green Cross Life Insurance can expand the software through Hitachi Content Platform, which provides expandability, high availability and enhanced access features in both open systems and mainframe environments. Thus, the solution complies with the expected increase in archive demands alongside the increase in the amount of data, and it addresses the problems of content overload and storage capacity.

Reaping Benefits

Although the system has only been running for more than three months, Green Cross Life Insurance is already experiencing the benefits brought about by Hitachi Content Platform. Not only did it reduce the data storage space by saving customer data in a single system, but also it is now able to satisfy customer demands as well by easily searching for past data in real-time. In addition, the screening process is now much simpler since contracts from all branches can be scanned and sent to the main office in real time. This cuts the usual time taken and provides faster services to customers.

According to Manager Sang-yeol Cha, who took charge of managing the system at Green Cross Life Insurance’s Information System Team, “The biggest advantage we gained from implementing Hitachi Content Platform is the ability to solve customer demands and scan and send contracts anytime, anywhere in real time. This cuts the screening process time dramatically. If a customer concluded a contract in a branch, checking the application used to take a whole day or even several days; with Hitachi Content Platform, however, we can now get it in real time. This increased customer satisfaction considerably and in a short period of time.”

“We are seeing a rise in customer satisfaction through fast, accurate, real time service even though we built the image system with Hitachi Content Platform only recently. We expect more benefits in terms of return on investment, such as space efficiency to store data and personnel expenses in the long run,” Manager Chang-geun Yang of Green Cross Life Insurance’s Information Service Team confirmed.