

PURE Insurance

3 Key Enhancements Bring Efficiency and Growth



Privilege Underwriters Reciprocal Exchange (PURE), a member-owned company focused on servicing the personal insurance needs of high net worth individuals and families, has partnered with OneShield for over two decades. Innovating on the OneShield Policy administration solution, PURE has created enhancements to support growth, savings and continued excellence in service to members and agents.

“The technology we have implemented here at PURE, including the integration of OneShield Policy, has helped to enable our growth over the past few years. As we continuously assess the most impactful methods of reaching our goals and objectives, it is great to know that we have a strong technology backbone supporting us.”

Jason Lichtenthal, Senior Vice President, CIO

About PURE Insurance

HEADQUARTERS
White Plains, NY

WEBSITE
<https://www.pureinsurance.com/>

ESTABLISHED
2006

PRIMARY DRIVER
Start up initiative

IMPLEMENTATION
2007, 2010, 2012

SOLUTION
OneShield Enterprise

COVERAGE
High net worth home, auto,
watercraft, cyber/fraud, flood,
collections



Business Opportunity

PURE sought to improve efficiencies for their agents, members and internal workforce in ways that would also benefit the bottom line and spur growth. As a means to reduce manual processes, data input, paper and mailing costs and improve underwriting and accuracy, PURE identified the following feature enhancements to OneShield Policy:

- offer agent and member delivery preference options for policy and billing information with an e-Delivery offering
- provide Auto Pre-Fill for auto quotes
- allow agents to initiate endorsements



Solution

Within 6 months of discussing e-Delivery options with the OneShield team, PURE had configured its workflows within OneShield Policy to make e-delivery the default option, with options to request print policies on-demand, electronically distribute policies in real-time or traditional printed copies. With all workflow automation already included in OneShield Policy, no additional BPM solution was required. To support e-delivery, the selected partner solution integrated directly into OneShield Policy's open architecture.

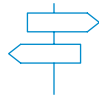
The Auto Pre-Fill feature, completed in under 65 days, integrated OneShield Policy directly into LexisNexis, enabling agents - with minimal keying - to instantly pull driver and vehicle information into OneShield Policy when creating an auto insurance quote, inclusive of prefill information about additional drivers and vehicles in a household.

Working simultaneously with the OneShield implementation team, the Agent Endorsement feature was configured within 4 weeks. This feature allows agents to initiate post-new business transactions, such as entering and rating endorsements, and quickly find pricing information.



“As we look at rapid expansion across the country, the use of modern technology as our backbone has been critical. Our strong policy management solution, OneShield Policy has helped us to quickly expand into new markets and provide exceptional service to our agents and members.”

Jason Lichtenthal, Senior Vice
President & CIO PURE Group of
Insurance



Results

- key entries to quote auto have been reduced by more than 70%
- 45% book growth without increase in resources for policy issuance and mailing
- reduced print by more than 50,000 printed pages with initial adoption of e-Delivery (which today exceeds 60% of the membership)
- secure email delivery of multiple policy documents attachments reduced to less than \$.25
- auto quote time reduced from 15 to 20 minutes to 3 minutes
- agents able to find pricing information on their own for 40% of endorsements—creating tremendous productivity gains for Member Services
- review of endorsements internally reduced from 3 days to 1 hour

PURE’s innovation on the OneShield Enterprise platform continues to support geographic expansion and exemplary policyholder service. With historic annual member growth rate of 40%, PURE surpassed 100,000 members in 2021 with a 93.9% renewal rate.

