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Press release

KLP meets customers' demands for tailored products with Tia Sales Product Designer

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Kommunal Landspensjonskasse (KLP) has implemented a configurable web frontend for retail sales, using Tia Sales Product Designer to enable quick and configurable customised offerings.

Flexibility and fast time-to-market with insurance offerings become increasingly important in a digital world. For insurers to reach the customer base with tailored offerings, it needs to be easy to focus on, and adjust to, individual customer needs.

A customer oriented and consultative frontend

KLP is Norway's largest pension company. It provides financial and insurance services to the public sector, to enterprises associated with the public sector and to their employees. For their private P&C products, they went live in December with a new web solution. Focusing on online sales, with a high level of service through a customer oriented and consultative frontend.

Tore Tenold, CEO of KLP Skadeforsikring, says,

- With the new KLP website, we provide our customers with increased service levels and an enhanced user experience. The Tia solution allows us to easily configure new sales products and web flows with minimal IT involvement, and hence we are able to introduce and update our offerings more frequently and faster.

Propelling sales and increased online conversion rates

Dependence on core development and release cycles are related aspects; they can dampen the ability to take offerings to market at a pace required to enable a market-driven sales approach for insurers. With that in mind, the Tia Sales Product Designer has been added to the portfolio of Tia solutions. Enabling insurers to empower frontline insurance sales; making it easy to focus on and adjust to individual customer needs and channels, thus increasing conversion rates.

Christian Kromann, CEO of Tia Technology, says, "The Tia Sales Product Designer empowers the insurers' sales and marketing teams to create their own targeted products, independent of IT, back office or the product organisation. This makes it faster and easier to create targeted products, and to distribute them through multiple customer channels." He continues, "We are delighted to be part of the KLP journey, and to see how our technology supports their strategy to increase service levels through faster time-to-market with customised offerings".

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