

Codan Norway introduces state-of-the-art digital sales frontend to their partners

Copenhagen, Denmark, 1 February 2019

Codan Norway, one of the top insurers in Scandinavia as part of RSA Nordic, want to empower their partners to drive sales and, at the same time, enhance operational efficiency. To support this strategy, they have applied Tia Solutions.

In July 2018, Codan went live with their initial Tia solution, gradually transferring existing policies from their legacy system onto Tia. In January just gone, Codan launched a new commercial motor insurance product. The product will be sold by agents, using the Tia Agent solution, and backed by the Tia Sales Product Designer for fast time-to-market.

Digital game-plan

Codan continuously focus on customer self-service and digital solutions for agents, brokers and customers. When Codan needed to collaborate with someone to implement their IT transformation strategy, the choice fell on Tia. Tia's modular solutions and open, flexible API provide Codan with many synergies, as well as extensibility for the future.

Fit for purpose

Last month, Codan went live with Tia Sales Product Designer, enabling them to quickly package and sell new customised products to end-customers. Simultaneously, Codan went live with Tia Agent, a frontend sales channel for agents, brokers and partners.

The combination of these solutions provides a flexible and intelligent way of packaging and selling products. Products are configured and instantly rendered in the frontend, also allowing for a fully customisable sales flow. Products that previously took weeks to configure can now be available in

just a few hours. This set-up will allow [Scania Finans AB](#) (and their Norwegian branch - a subsidiary of Scania CV Aktiebolag), a world-leading provider of transport solutions and the first Codan partner to use Tia Agent, to sell Codan insurance tailored for Scania customers.

– The reduction of manual data processing is a major benefit. The fact that agents and brokers can sell products to customers with minimal support from Codan significantly reduces transaction time and effort. All in all, this gives great gains in sales functionality, operational efficiency and, not least, a much better customer experience, both for Scania and their customers.

Jørn Ingebrigtsen, Director, Commercial Lines, Codan Norway

Christian Kromann, CEO at Tia Technology, comments, "There is a need to save time and money through self-service, as well as efficient partner and account management. Our line of digital solutions is developed with this in mind, and we are delighted to have had the close development collaboration with Codan, to help shape our new digital offerings, of which Tia Agent is one."

End of press release

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About Codan Norway

As part of a Nordic conglomerate, Codan is one of the top insurers in Norway, Denmark and Sweden. With a 3% market share of the Norwegian market and 250 employees, the RSA-owned enterprise delivers a complete insurance coverage set-up for both private and business customers. Visit www.codanforsikring.no

About Tia Technology

Tia Technology provides an open and flexible software platform to insurers all over the world. With over 20 years of experience and more than 65 customers globally, Tia has deep insight into insurance business processes. Offering the full scope of expert implementation, application management and hosting services, we deploy our expertise to help insurers execute their digital and business strategies and stay competitive. Visit www.tiatechnology.com