

# LA PARISIENNE ASSURANCES - PLATFORM BESPOKE STUDIO

## ACCELERATE TIME-TO-MARKET



### ➤ CONTEXT AND ISSUES

LPA designs tailor-made insurance products for its distribution partners. The creation of the products was done by email. Objectives of the new platform .

- Reduce time-to-market
- Offer a personalized experience
- Centralize exchanges and provide a unified vision
- View data in real time
- Bringing autonomy (self-service actions)
- Improving the management of partnerships

### ➤ RESULTS

The digitalization of processes brings

- An acceleration of the time-to-market > Release of a product in 10 weeks
- Cost reduction> Operating costs below 6%.
- Partner satisfaction>+ of 45 brands already use the portal



# LA PARISIENNE ASSURANCES - PLATFORM BESPOKE STUDIO

## ACCELERATE TIME-TO-MARKET



### ➤ OUR SUPPORT

The Bespoke Studio platform becomes the single point of entry for all partners.

In order to validate the different steps until the market launch, the portal is composed of several bricks

- Document management (exchange and editing of administrative documents, electronic signature, audit report...)
- Performance measurement and monitoring through PowerBI (subscription and KPI monitoring)
- Digitalization of exchanges and implementation of a ticketing process to manage partner requests.

We adopted Microsoft's technology suite to carry out the project built on SharePoint. The platform is hosted in the Microsoft Azure cloud and linked to the CRM tool Dynamics 365.

### ➤ TESTIMONIAL

La Parisienne Assurances trusted us to design and develop Bespoke Studio. Our choice was based on two essential aspects : the technological mastery and the accompaniment on all the phases of the project, from the conception to the realization, by way of UX.