

**MSIG Asia**

**Industry**

- Insurance

**Solutions**

- OpenText™ Extended ECM
- OpenText™ Exstream
- OpenText™ AppWorks™
- OpenText™ Intelligent Capture

**Results**



**Built seamless digital experience** for business users and customers



**Enabled adaptability** to meet changing needs, including self-service



**Lowered expenses and strengthened infrastructure** through operational efficiency

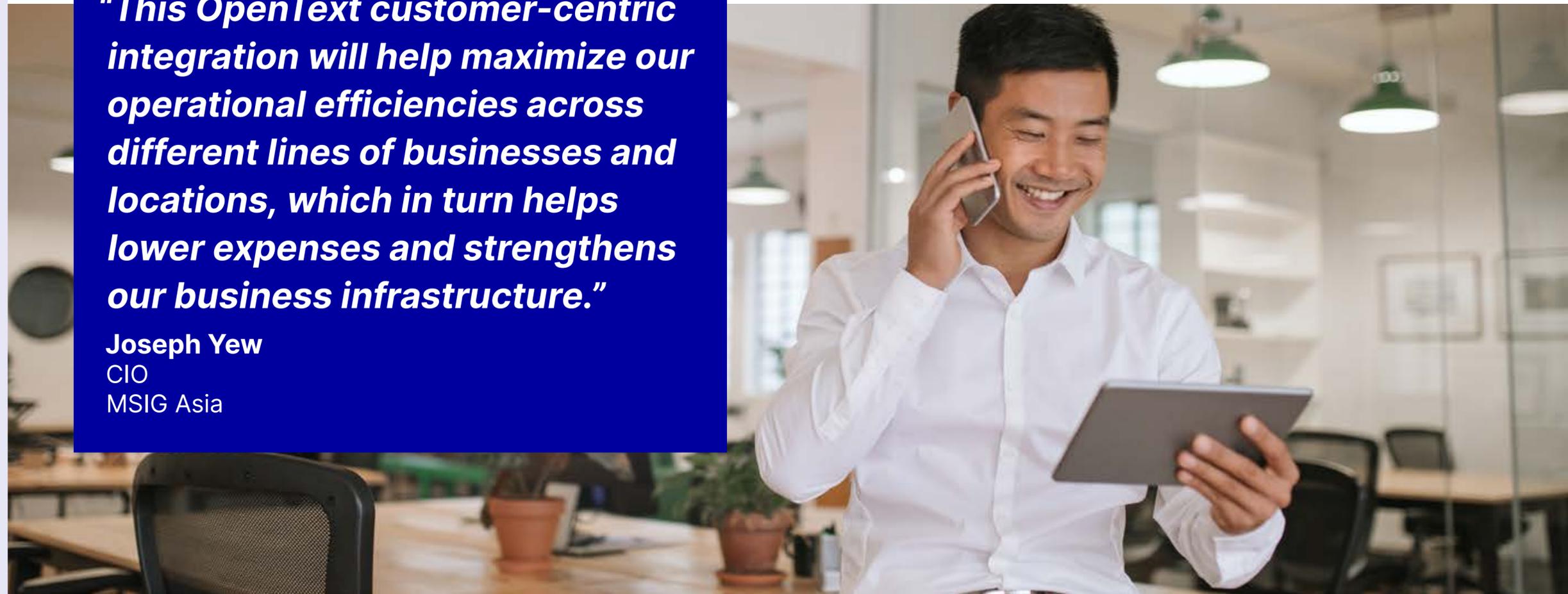


# MSIG Asia enhances customer experience with digital evolution

**International insurance company builds omnichannel self-service capabilities, grows business with OpenText information management platform**

***“This OpenText customer-centric integration will help maximize our operational efficiencies across different lines of businesses and locations, which in turn helps lower expenses and strengthens our business infrastructure.”***

**Joseph Yew**  
CIO  
MSIG Asia



**In some countries, total miles driven decreased by half during the COVID-19 pandemic. Committed to service and innovation, MSIG Asia—the region’s leading general insurance brand—responded with pay-as-you-drive insurance, the first of its kind for its customers in Thailand. The new offering joins other capabilities as MSIG Asia continues its digital journey to enhance customer experience.**

MSIG Asia is a wholly owned subsidiary of Mitsui Sumitomo Insurance Company. Its parent company, MS & AD Insurance Group Holdings is one of the world’s top property and casualty insurance providers. Headquartered in Tokyo, MS & AD employs more than 10,000 people and maintains offices in close to 50 countries and regions worldwide.

Like other insurance providers, MSIG Asia faces shifting challenges, often steeped in massive amounts of data and hyper-digital expectations from customers. The coronavirus pandemic added complexity as a more distributed workforce strained to keep pace with highly regulated and collaborative processes as well as a growing necessity for digitization and self-service, internally and externally.

Even outside of pandemic conditions, insurance professionals need accessible insight and customers need convenient tools. To this purpose, digital insurance policy documents provide information via eco-friendly alternatives to paper documents while supporting MSIG Asia’s biodiversity goals. The accessible information underpins increasing demand for self-service opportunities and meaningful online presence, both objectives of the insurance provider’s digital transformation strategy.

***“We continue to innovate and invest in enhancing our IT infrastructure and online capabilities to provide customers with a***

***seamless digital experience,”*** noted Joseph Yew, CIO for MSIG Asia. ***“We are very serious about that. Digital transformation is a key strategy.”***

To be digital to the core, today’s companies need to be digitally enabled to address changing environments and digitally effective to thrive in them, according to Yew. ***“To meet the pace of technology with all things digital, all business users must be able to respond to new challenges and requirements and work more effectively,”*** he said.

The Singapore headquarters for MSIG Asia built a digital workplace, enabling staff to perform their work from anywhere through office productivity tools and corporate applications. ***“It is seamless. They can collaborate, connect, and even socialize ... today, this sounds like a no brainer that every company needs a digital workplace, but many still had to be convinced,”*** said Yew. He said the best form of change management comes from digital ambassadors who help make digital transformation work.

To support its efforts focused on omnichannel customer acquisition and retention, MSIG Asia implemented information management solutions from OpenText. This included OpenText Extended ECM, OpenText AppWorks and OpenText Exstream. Together these solutions help form a ‘single source of truth’ and communication platform for MSIG. ***“This customer-centric integration will help maximize operational efficiencies across different lines of businesses and locations, which in turn helps lower expenses and strengthens the business infrastructure. Quite essentially, this has empowered our business operations with a single system that can better enable growth and support the innovations and adaptability required to meet the fast-changing business demands for the long haul,”*** said Yew.



***“This will help to improve customer satisfaction and provide enhanced convenience to customers who are increasingly requesting self-service insurance transactions.”***

**Joseph Yew**  
CIO  
MSIG Asia

OpenText™ Extended ECM integrates content services with lead applications, ensuring information is available wherever it is needed. MSIG Asia professionals can focus on work at hand, in the application they prefer, maintaining productivity and leveraging existing investments. Extended ECM works together with OpenText™ Intelligent Capture, a solution that automatically captures and interprets paper documents as well as scanned images, email and faxes through advanced OCR, ensuring all sources are subject to the same policies and procedures required by insurance regulators.

OpenText™ Exstream gathers data and content to build personalized, engaging customer experiences through multichannel communication. With mobile adaptive display and engagement analytics, the Customer Communications Management tool returns actionable insight.

OpenText™ AppWorks™ enables MSIG Asia business users to design, build and manage automated pathways for critical business processes. Through a common information layer and mobile-first focus, all workflow designs drive enterprise integration from any location.

MSIG Singapore leverages OpenText Extended ECM and OpenText Exstream for an ongoing project called GreenDocX that streamlines document management by digitizing paper and introducing e-services for renewals and other insurance transactions with customers. **“This will help to improve customer satisfaction and provide enhanced convenience to customers who are increasingly requesting self-service insurance transactions,”** Yew said. **“It will also improve operational efficiencies and reduce some operating expenses, since transactions can be done by the customers without our internal processing effort.”**

Digital transformation at MSIG Malaysia included an initiative to automate 17 sales- and claims-related processes. Leveraging OpenText AppWorks, employees access a roles-based interface to manage, monitor and execute tasks—all tied to the core insurance and document management systems. **“There’s consistency to it,”** Yew noted. **“Business processes are now simplified and operationally effective.”**

Digital productivity supports MSIG’s relentless drive for exceptional customer care and business resiliency. MSIG Asia joins other modern businesses that are evolving within digital platforms to better understand and serve the unique needs of every customer in real-time. Its omnichannel offerings founded in a single source of truth drive self-service opportunities and operational efficiencies that enhance profitability and longevity. **“OpenText customer-centric integration will help maximize our operational efficiencies across different lines of businesses and locations, which in turn helps lower expenses and strengthens our business infrastructure,”** Yew said. **“This has empowered our business operations with a single system that can better enable our growth for the future and support adaptability required to meet the always fast-changing requirements in the long haul.”**

To support digital evolution, Yew touts the importance of selecting the right partner to plan and work within a budget. **“That’s how OpenText has been helping us in this journey, through their expertise in these domains,”** he noted. **“OpenText helped us to deliver what we wanted to deliver to our customers.”**



## About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit [opentext.com](https://www.opentext.com).

[Customer stories](#) 

[opentext.com/contact](https://www.opentext.com/contact)

[Twitter](#) | [LinkedIn](#)