



CASE STUDY

GMX Insurance



About the entity

GMX Seguros is a 100% Mexican Insurance Company, committed to heritage protection and security using innovative products, offering its vast experience and support.

The GMX Insurance's greatest strength is to offer a different option to the Mexican market, with products and value added services, at no additional cost, that no other company in Mexico can offer.

In 2012-2020 GMX Seguros received recognition as a Socially Responsible Company, reflecting their interest in participating in the social, cultural and economic development of Mexican society.

Since 2014, AM Best, a U.S.-based rating agency, has rated GMX Seguros B ++.



Name:

Mexican Insurance Group
GMX Seguros
(Grupo Mexicano de Seguros S.A.
de C.V.)

Address:

Tecoyotitla 412 Edificio GMX,
México D.F.
(México)

Sector:

Insurance

www.gmx.com.mx



What is AuraQuantic?

It is a platform that offers easy design and execution of even the most complex operational processes without additional programming.

You simply define the process flow diagrams using drag and drop and AuraQuantic organizes the rest, sending tasks to the right people at the right moment.

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Introduction

GMX Seguros is undertaking its Digital Transformation process with AuraQuantic which will provide the company with a complete and unified digital infrastructure based on AuraQuantic intelligent Business Process Management (iBPMS) platform in a very short space of time.



Challenge

In keeping with its commitment to a continuous culture of providing a high quality service for its customers, **GMX Seguros** decided to undertake a project of process automation and continuous improvement by implementing AuraQuantic iBPMS (intelligent Business Process Management Suite).

The situation was typical of companies in this sector, i.e. policies were written manually, using multiple applications to manage the data which often resulted in data duplication due to the lack of centralized, unique data. As a consequence, policy management was very time consuming.

Management could see it was clearly time to make big changes. Thus, they adopted a Business Process Management (BPM) strategy to automate processes by **implementing an intelligent Business Process Management Suite (iBPMS) to orchestrate the processes, people, existing applications** and all the information generated in the company, hereby immediately differentiating them from all competitors.

Undertaking a digital transformation project in a company is a great challenge as it is a major project that is not without risks. It not only involves innovation, but requires a culture of continuous adaptation to market trends.



Challenge

Thus, after thoroughly researching what the market had to offer, GMX Seguros chose AuraQuantic iBPMS for their Digital Transformation process, as it offered comprehensive project execution based on the following aspects:

1. **Methodology focused on the creation of a unique and holistic company** vision based on a structure which combines information from different sources in order to achieve the complete picture of the company, and therefore one unique version of reality.
2. **Software capable of capturing all information, whether manual** (input by employees or external parties on computers, tablets, smartphones, etc.) or Automatic (generated by the system or captured from the Internet), then organizing and storing the data for use in its entirety, having already been transformed into relevant useful knowledge, readily accessible to everyone who needs it, hereby enabling appropriate and above all, well-informed, decision making.



Solution

Instead of spending a lot of time designing the `perfect' macro processes which never end up working as planned, the strategy adopted by GMX Seguros, which so far has proved successful, consists of **creating and immediately executing small processes which intercommunicate and undergo continuous improvement.**

Once the global objectives have been established, without going into too much detail, the processes are directly and gradually implemented on AuraQuantic in such a way that the company can easily digest the changes. Furthermore, each implemented process uses past experiences to continuously improve



Solution

Using this strategy, GMX Seguros began by implementing the **process to manage and process Civil Liability and Aviation policies**.

Thanks to AuraQuantic's ability to **generate complex processes without any programming (zero code)**, process implementation and execution was achieved in three months.

Furthermore, it was carried out directly by GMX Seguros' employees with help and guidance from AuraQuantic consultants.

The success of the first implementation enabled the initiation of other processes, including:

- Complaints and Claims
- SME Policy Management
- Daycare Policy Management
- Accidents

Following the scheduled planning until Digital Transformation affects all company areas and processes.

“The process to manage Civil Liability and Aviation policies was implemented in just three months.”



Results

The execution of the process to manage and process Civil Liability and Aviation policies **has successfully unified all information into one application resulting in a more dynamic, agile and faster management, hereby reducing response times.**

When working with AuraQuantic:

1. Each executed process registers all the information generated throughout its flow, including all data manually input by the users and automatically generated by the system or by integration with external applications, sensors or other devices.
2. Key Performance Indicators register certain values in order to analyze the performance of the processes to facilitate decision making.

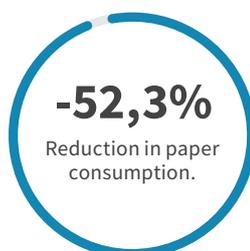
Thus, **all information is automatically registered and organized** according to the pre-determined structure so that the suite's intelligence tools: BAM (Business Activity Monitoring), Dashboard, BI (Business Intelligence), Reports, etc. automate the monitoring, control and analysis of the organization's facts and data.



Results

Another positive aspect is undoubtedly the ability to create even the most complex process classes without any programming. Moreover, this capability is not only applicable during process execution, but also applies to all modifications and improvements made to the process throughout its useful life.

In the current market, agility and the ability to react to market changes are synonymous to survival for companies, changes are continuous (especially when each process reaches maturity), therefore change to processes must be instantaneous.



Quotes:

“The first step is standardization. Present all the well-structured processes in order to ensure correct implementation. To do this, we contracted consultants, with expertise in automation and process mapping, to help us implement the standards or controls. We did not acquire the license, we use SAS. This kept the costs down and helped us to get approval from management as the ROI was extremely high.”

Juan Trueba | Quality & Continuous Improvement Manager



“Once we had implemented AuraQuantic we had indications of its correct implementation. The requests captured per day increased from 20 to 30. We almost halved our paper consumption, resulting in cost savings and finally the KPI, we managed to reduce the time invested by work order from 14 to 5 working days. We used to have 60% productivity and since the implementation of AuraQuantic it has increased to 85%.”

Juan Trueba | Quality & Continuous Improvement Manager



Tel.: +34 96 295 4497

Email: info@auraquantic.com

Web: www.auraquantic.com