



Gore Mutual

Headquarters

Cambridge, Ontario, Canada

Operations

Canada

Business Lines

Personal
Commercial

Employees

500

Website

<https://goremutual.ca/>

Product(s)

InsuranceSuite on Guidewire Cloud

Benefits

- **Launched an entirely new operating model in personal lines automobile and a highly automated and scalable national contact center within 24 months**
- **Achieved 100% connectivity to broker/agent systems**
- **Increased straight-through processing by 90%**
- **Added \$10 million in new business each month**
- **Reduced time to quote from several hours to under 10 seconds**

Gore Mutual's Transformation Journey to Become a Digitally Led, National Insurer

- > **One of Canada's first property and casualty insurers transforms every aspect of its operating and technology models.**

Gore Mutual Insurance Company, one of the first property and casualty insurers in Canada, exists because its founders had a vision more than 180 years ago to help people in their time of need. Established in 1839, the insurer was founded on the principle of people working together to overcome adversity by protecting each other and their communities. Since the beginning, that idea has been the driver of the company's ability to change with the times and to achieve growth.

In 2019, in response to fast-changing customer expectations and technology, the mid-sized regional insurer set its sights on an ambitious transformation journey to grow into a purpose-driven, digitally-led national insurer. That's where the Next Horizon strategy comes in.

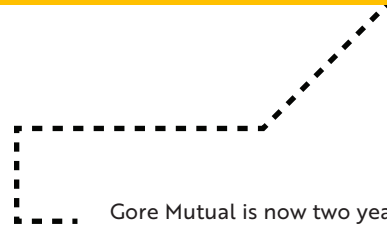
Transformation Journey

Next Horizon is Gore Mutual's 10-year vision to transform every aspect of its technology and enhance its product and operating model.

"We had complex technology systems that were holding us back rather than elevating and accelerating the growth of our business," notes CEO Andy Taylor about Gore Mutual's legacy system. "At the end of 180 years, we remained a regional insurance company and subscale in an industry of consolidation and exponential change."



Navigate what's next.



Gore Mutual is now two years into the Next Horizon strategy and has already seen tremendous success. It became the first insurer in Canada to achieve a full InsuranceSuite go-live on Guidewire Cloud — and it did this in only 18 months. It launched an entirely new operating model in personal lines automobile and a national contact center that is highly automated and scalable. It completely redesigned its claims operating model, bringing deep specialization and standardization to that business. And the insurer is seeing over \$20 million of recurring cost savings coming out of its claims business.

The success would not have been possible had Gore Mutual not brought in the partners it did. Guidewire and Deloitte worked with the insurer hand-in-hand on the technology program. McKinsey helped lead the operating model design side. Taylor is quick to credit all partners. "They have been fantastic partners and elevated our thinking around transformation."

Enabling the Agent/Broker Community

When Gore Mutual began thinking about how it wanted to approach its transformation journey, it looked at trends affecting the industry. One of those trends was the massive and accelerated consolidation of small, family-owned insurance brokerages that were being acquired by large regional and national players. Gore Mutual sells its products through independent brokers (also referred to as "agents"), so the trend of acquisitions was causing the distribution of the insurers' products to disappear into a new delivery model.

Due to this concern, Gore Mutual knew it needed to focus on improving its broker experience to provide a streamlined process flow that would enable brokers to focus less on the mechanics of using the insurer's system and more on finding the right set of protections for the customer.

Focusing on this specific outcome directly impacted how Gore Mutual worked with Guidewire and the other partners to make sure that the program plan included time to engage with its broker community early and often.

Another specific example of keeping the broker community at the center of the design thinking is the secure authentication and seamless authorization process. Some of the feedback Gore Mutual received was that users needed a model that did not get in the way and made it easy for them to transact business. In response, the insurer worked with Guidewire and product partner Deloitte to build out an authentication model in InsuranceSuite that focused on ease-of-use while still employing high levels of security.

The focus on the broker experience has led to Gore Mutual now having 100% connectivity to broker partners so they can work seamlessly in their systems and integrate with the insurer's platform.

"It had taken us a decade to try to replace our technology and we hadn't been successful. We were able to transform our core platform with Guidewire in 18 months."

**—Andy Taylor
CEO**



Navigate what's next.

On Track to Exceed the Goal for Straight-Through Processing

Broker connectivity has enabled Gore Mutual to automate more of the underwriting process. After launching personal auto in summer 2021, the insurer set a target of achieving over 90% straight-through processing through its model with underwriting rules and pricing built into the technology. Within only a few months, Gore Mutual's STP hit 80%.

Gore Mutual recently completed its personal lines transformation with property insurance in fall 2021. This marks a remodel of 80% of the company's business in less than two years.

"This has been an incredible change for our business model because it has given us the ability to provide unprecedented customer service," Taylor says. "We used to quite literally measure our business in days and weeks — and sometimes months. Now we're measuring ourselves in seconds in terms of some of the response times."

Record New Business

The improved core platform—along with the efficiencies that come with it—has paved the way for record new business coming into Gore Mutual. For new business, the insurer has reported \$10 million each month and is on track to end 2021 with \$100 million.

As Gore Mutual heads into the third year of its transformation journey, it expects to complete the entire replacement of its operating model and technology in 2022. But the insurer does not plan to stop there. So what's next? It will continue to take advantage of InsuranceSuite's set of RESTful system APIs. Built specifically for Guidewire Cloud, the APIs enable insurers to connect apps and services to InsuranceSuite without the need to make changes to the code base.

"This will allow us to focus on the innovation," Taylor concludes, "which is delivering those omni-digital experiences for our brokers and customers, as well as doing it at pace to increase our speed-to-market and realize some of the business value a lot sooner than we have in the past."

Guidewire is the platform P&C insurers trust to engage, innovate, and grow efficiently. We combine digital, core, analytics, and AI to deliver our platform as a cloud service. More than 450 insurers, from new ventures to the largest and most complex in the world, run on Guidewire. For more information, contact us at info@guidewire.com.