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Insurance

Assessing Loss Due to Theft

Abstract

The case focuses on the challenges faced by property claims adjusters when investigating special types of property claims. The determination of the causes of losses is examined in this case. Further, the issues that arise when valuing the merchandise are explored. In addition, the case discusses the mode of investigation necessary for identifying the moral hazard.

Issues

Investigating special types of property claims, duties of insured.

Reference Numbers

ICMR INS001

ECCH 103-002-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Claims for Loss to Property: Genuine or Fraudulent?

Abstract

The case examines the various aspects of a property claims adjustment process and the role of the claims adjuster in the process. Further, issues like the application of detailed insurance policy provisions to specific situations are examined. Indemnification of losses by property claims adjusters and the need for objective quantification are also discussed. Apart from this, the assessment of the amount of loss and the duties of the insured, following a loss, are covered.

Issues

General issues in property claims adjustment, Assessment of the amount of loss.

Reference Numbers

ICMR INS002

ECCH 103-011-1

Organization(s) Varied

Countries -

Industry Insurance

Pub/Rev Date 2003

Case Length 4 Pages

TN Length 4 Pages

Assessing Losses Caused by Vandalism

Abstract

The case discusses the issues involved in the insurance coverage for intentional or malicious destruction of property. The process for investigating the genuineness of a claim is described. The case also examines the duties of an insured following a loss due to vandalism. The determination of the amount of loss and guidelines for valuing the property damaged are also discussed. The case also focuses on the conflicts that arise between the insurer and the insured during claims negotiations.

Issues

Insuring property against vandalism, Claims assessment.

Reference Numbers

ICMR INS003

ECCH 130-009-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Call Center Operations in Insurance

Abstract

The case examines the issues involved in the delivery of an insurance service and the procedures and patterns of delivery. It focuses on the activities that need to be performed for efficient production and delivery of a service. The case also discusses various issues related to technology based services. In particular, the case focuses on the use of technology by insurance companies to enhance customer service.

Issues

Significance of process management and technology in insurance.

Reference Numbers

ICMR INS004

ECCH 503-008-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Changing Trends in Commercial Vehicle Insurance in India

Abstract

As the claims-ratio in the motor vehicle insurance category has been consistently high in the past, general insurers are not willing to provide insurance for commercial vehicles. The case focuses on various aspects of insurance coverage for commercial vehicles. It discusses issues regarding the insurability of old commercial vehicles and the steps taken by insurers to discourage comprehensive insurance of such vehicles. The case also examines the impact of insurers' unwillingness to provide comprehensive insurance cover to commercial vehicles. In addition, the case discusses the necessity of developing fleet safety programs (by transporters).

Issues

Insurance cover for old commercial vehicles in India.

Reference Numbers

ICMR INS005

ECCH 103-008-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 5 pages

Claims Adjusters and Workers Compensation Claims

Abstract

The case discusses issues related to the workers' compensation claims in case of work-related injuries. The case examines the way in which a claim adjuster can investigate such claims. The case looks into issues like the amount of time that the claimant has lost, his medical expenses, and the accountability of an insured in workers' compensation claims.

Issues

Workers' compensation claims.

Reference Numbers

ICMR INS006

ECCH 103-015-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 5 pages

Assessing Loss to a Property and Claims Adjustment Process

Abstract

The case examines the various aspects of a property claims adjustment process and the role of the claims adjuster in the process. Further, issues like the application of detailed insurance policy provisions to specific situations are examined. Indemnification of losses by property claims adjusters and the need for objective quantification are also discussed. Apart from this, the assessment of the amount of loss and the duties of the insured, following a loss, are covered.

Issues

Understand the general issues in property claims adjustment

Reference Numbers

ICMR INS007

ECCH -

Organization(s) Varied

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Factors Influencing Automobile Underwriting

Abstract

These caselets deal with automobile liability insurance. Caselet 1 focuses on various underwriting factors considered for checking the insurability of an automobile and the influence of these factors over the cause of loss. Further, the caselet analyzes the rating criteria of insurers. Caselet 2 discusses factors, which dampen the spirits of private insurance companies, and discourage their coming forward to provide insurance coverage for certain models of automobiles.

Issues

Underwriting of commercial automobiles.

Reference Numbers

ICMR INS008

ECCH 103-013-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 8 pages

How Attractive is the Asian Insurance Market?

Abstract

The case discusses the growing importance of the insurance sector in the Indian economy after its liberalization. The case also throws light upon the importance of and the challenge posed by sales forecasting in the insurance sector. The average growth of both, life insurance as well as non-life insurance business, in comparison to Europe and other Asian countries is done in the case. The case also touches upon the likely impact of demographic and social changes on the premiums in the life and non-life insurance businesses. Towards the end, the case examines the drivers and deterring factors for growth of insurance business in India.

Issues

Growth of life and non-life insurance businesses in India.

Reference Numbers

ICMR	INS009
ECCH	503-006-1

Organization(s)

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Countries

India

Industry

Insurance

Pub/Rev Date

2003

Case Length

4 pages

TN Length

4 pages

Intermediaries in the Insurance Market

Abstract

These caselets discuss the various issues involved in managing the marketing functions of a distribution system, like market development, market planning and customer relations. These caselets also discuss the issues related to distribution of insurance products and services. Caselet 1 focuses on the use of employees as substitutes for agents. Caselet 2 focuses on functions like prospecting, sale, risk analysis and policy issuance. This caselet also explores how a prospect's insurance needs are determined. Caselet 3 focuses on the type of insurance distribution system that is required in the changing scenario of insurance business in India. It also discusses the new distribution channels and the types of products being sold through these distribution channels.

Issues

Insurance distribution system in India, Role of insurance agents.

Reference Numbers

ICMR	INS011
ECCH	503-004-1

Organization(s)

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Countries

India

Industry

Insurance

Pub/Rev Date

2003

Case Length

6 pages

TN Length

7 pages

Insuring Hitherto Uncovered Losses – Cyberinsurance

Abstract

The case examines the gaps in insurance coverage provided by general liability products and the need for hitech companies to obtain cyberinsurance through means of separate insurance packages. The evolutionary status of cyberinsurance coverage, resistance of companies to realize their need for this coverage, and their failure to reveal the true picture of cyber losses incurred by them are also mentioned in the case. The case discusses the importance of market research before launching a product into the market and also examines the need to accurately identify the purpose of carrying out a market research.

Issues

Insurance for companies dependent on software/internet/computer systems.

Reference Numbers

ICMR	INS010
ECCH	503-009-1

Organization(s)

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Countries

India

Industry

Insurance

Pub/Rev Date

2003

Case Length

4 pages

TN Length

4 pages

IRDA and the Changing Tariff Structure for Motor Vehicle Insurance in India

Abstract

The case discusses the proposed changes in the tariff structure for motor vehicle insurance in India. It examines the role of the Insurance Regulatory and Development Authority (IRDA) with regard to the rationalization of the tariff structure for motor vehicle insurance and the recommendations made by the Ansari Committee.

The case also examines some underwriting factors like safety equipment and territory of operation and their impact on the tariff rate of motor vehicle insurance.

Issues

Underwriting factors that can affect the tariff rate of motor vehicles insurance.

Reference Numbers

ICMR	INS012
ECCH	103-005-1

Organization(s)

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Countries

India

Industry

Insurance

Pub/Rev Date

2003

Case Length

4 pages

TN Length

5 pages

Insurance

Liability Claims: Cost of Non-response

Abstract

The case examines the general issues in liability claims, the need for a claims adjuster to verify the coverage for the claim in question, the determination of liability and the identification of causes of damage. Further, the coverage problems and the need for proper communication with the claimant are also discussed. Apart from this, the case examines the significance of the role of accident reconstruction experts in ascertaining the cause of the accident, and the liability of the insurer. The case also discusses the process of litigation, in case the insurer does not respond to a claim made by an individual.

Issues

General issues in liability claims.

Reference Numbers

ICMR INS013

ECCH 103-007-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Liability Insurance: Personal Injury Claims

Abstract

These caselets discuss various issues in liability claims adjusting. Caselet 1 discusses problems in underwriting workers' compensation policies. Caselet 2 covers liability claims for professional malpractice. Apart from this, the caselet discusses the litigation process and negotiation in the settlement of claims.

Issues

Process of settling liability claims.

Reference Numbers

ICMR INS014

ECCH 130-010-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 7 pages

Market Research in Insurance

Abstract

The case examines the importance of carrying out market research before expanding the operations of an insurance firm. It also discusses the benefits and uses of a marketing information system for an insurance organization. The case also examines the functions of marketing research firms and explores the way in which such firms can help insurance companies tap potential market.

Issues

Marketing information system in insurance.

Reference Numbers

ICMR INS015

ECCH 503-010-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Marketing Strategies in the Indian Insurance Market

Abstract

These caselets examine the growing competition in the Indian insurance sector with the entry of private players (after liberalization of the sector), and the alarm it gave to Life Insurance Corporation (LIC), the public sector giant in India. Caselet 1 discusses the key marketing strategies that Life Insurance Corporation (LIC) should adopt to withstand the competition. Caselet 2 focuses on the kind of customer service that LIC should provide, and the extent to which it should use information technology, in order to achieve its objectives. This caselet also covers the difficulties faced by Life Insurance Corporation in using information technology.

Issues

Competition in the Indian insurance industry, Marketing strategies.

Reference Numbers

ICMR INS016

ECCH 503-005-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 5 pages

Premium Rebates to Policyholders – Are they Ethical?

Abstract

The case focuses on ethical issues in the marketing of insurance products. It also examines the possibility of the use of unethical practices when a salesforce operates on a commission basis. The case also explores the conflict that arises when an employee's moral philosophy clashes with that of the company. It also focuses on the ethical conflicts faced by the salesforce when persuading a prospective customer to purchase a policy.

Issues

Ethical issues in the marketing of insurance products.

Reference Numbers

ICMR INS017

ECCH 503-007-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Rate Making in Insurance

Abstract

These caselets focus on the difficulties that underwriters face in fixing a rate. Caselet 1 discusses the information required for fixing rates insofar as the Indian agriculture insurance sector is concerned. It also discusses the suitable method of ratemaking for agriculture insurance. Caselet 2 examines the hardening of the insurance market after the terrorist attack on the World Trade Center, USA, and the problems faced by underwriters and actuaries to fix rates for terrorism covers. The caselet also stresses on the need for an organization to buy a policy from a highly rated insurer in order to improve its credit rating.

Issues

Role and importance of underwriters in fixing a rate.

Reference Numbers

ICMR INS018

ECCH 103-004-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 5 pages

Reinsurance in India

Abstract

These caselets discuss the need and significance of reinsurance for an insurer. They also discuss how reinsurance stabilizes the loss experience of an insurer. Caselet 1 examines the social responsibility of insurance companies in India. The issues involved in settling claims after the Gujarat riots are also discussed in the caselet. The latter part of the caselet deals with the need for a reinsurer and the different types of reinsurance available. Different modes for cushioning the loss are discussed in caselet 2. Specifically, the caselet examines the terrorism risks and the ways in which insurers can minimize the impact of such risks on their companies.

Issues

Need for insurance companies to be socially responsible.

Reference Numbers

ICMR INS019

ECCH 103-001-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 5 pages

TN Length 5 pages

Tug of War for Liability Claims

Abstract

The case discusses the liability of an insurer to a claimant with regard to medical expenses, which include all expenses incurred on emergency care, surgery, hospitalization, drugs and transportation. The case also highlights the right of an individual to claim special damages as well as general damages. The case concentrates on how absence of negligence can act as a defense to liability claims.

Issues

Elements of damage in injury claims, special damages and general damages.

Reference Numbers

ICMR INS020

ECCH 103-003-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

When Insurance Against Perils Becomes Perilous

Abstract

The case discusses the problems associated with assessing the amount of loss and settling the claim when the property is damaged due to perils like loss to property due to water leakage. In addition, the case examines the problems that claims adjusters face when the terms of the policy allow repair or replacement of the property for settling the claim. The case also throws light on the conflicts that generally arise between the claims adjusters and the policyholders. The insured's concerns and the priorities of the claims adjusters following a loss to the property of the policyholder are also discussed in the case.

Issues

Difficulties faced by claims adjusters.

Reference Numbers

ICMR	INS021
ECCH	103-012-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Change Programs and their Implementation

Abstract

The case examines the various problems that arise while implementing a change program in an insurance organization. It discusses the process of adapting to change and the role of the management in making the change program successful. The case also deals with the issue of resistance to change and the role of an external entity (a consultancy firm) in minimizing it.

Issues

Implementing new technologies in insurance organizations.

Reference Numbers

ICMR	INS022
ECCH	503-024-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Customization of Insurance Products: A tool for Competitive Advantage

Abstract

The case examines the demand for various products in the Indian insurance market. It also discusses the attractiveness of various products currently in the Indian market. The case throws light on changing customer preferences and the need for developing customized products. It also examines the role of customized products in providing a competitive advantage. In this context, the case discusses the features and benefits of whole life policies.

Issues

Insurance products available and the demand for each product in the Indian market.

Reference Numbers

ICMR	INS023
ECCH	503-013-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Effectiveness of Symbols and Ideas in Advertising Insurance Products

Abstract

The case discusses the need for an effective advertising strategy for insurers. It examines the use of ideas and symbols and their effectiveness in communicating the right message to customers. The case also studies the reasons for the failure of certain advertisements. In addition, the case discusses the different types of appeals that are used by promotional messages and the receivers' perception of these messages.

Issues

Importance of promotional messages in the marketing of insurance products.

Reference Numbers

ICMR	INS024
ECCH	503-026-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

E-Mail: An Effective Communication Tool for Insurers

Abstract

The case focuses on the communication process in insurance. It discusses the role of the media and emerging forms of communication in the marketing of insurance products. The case examines the effectiveness of the Internet in reaching customers in a cost-effective manner. It also throws light on the effective use of e-mail services to communicate effectively with customers. The case also discusses the importance of developing promotional messages that appeal to customers.

Issues

Understand the communication process in the insurance business.

Reference Numbers

ICMR	INS025
ECCH	503-028-1

Organization(s)	Varied
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Countries	India
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Industry	Insurance
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Pub/Rev Date	2003
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Case Length	5 pages
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TN Length	4 pages
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High Claims and Controlled Tariff Structure in Motor Insurance in India

Abstract

The case focuses on the motor insurance business in India. It examines the regulations issued by the Insurance Regulatory and Development Authority (IRDA) and their impact on existing players and potential players in the industry. The case also discusses the entry barriers in the motor insurance business. In addition, the case touches on the difficulties in calculating the premium for motor insurance in India.

Issues

Motor insurance business in India.

Reference Numbers

ICMR	INS027
ECCH	503-031-1

Organization(s)	-
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Countries	India
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Industry	Insurance
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Pub/Rev Date	2003
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Case Length	4 pages
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TN Length	4 pages
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Employee Involvement and TQM in Insurance Companies

Abstract

The case focuses on the need for conveying the objectives of a Total Quality Management (TQM) program to employees to ensure its success. It discusses various reasons for employee resistance to change and throws light on the conflict that arises between employees and the organization when employees are not convinced of the objectives of the TQM program. The case examines the way in which change can be managed effectively and also discusses the role of a leader in the successful implementation of TQM.

Issues

Need for Total Quality Management (TQM) in insurance organizations.

Reference Numbers

ICMR	INS026
ECCH	403-018-1

Organization(s)	-
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Countries	India
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Industry	Insurance
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Pub/Rev Date	2003
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Case Length	4 pages
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TN Length	4 pages
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HR Challenges in the Insurance Industry

Abstract

The case focuses on the challenges facing the HR department in the growing insurance industry in India. Problems caused by the lack of skilled personnel and the increasing demand for skilled employees are also discussed in the case. In addition, challenges regarding the recruitment and retention of employees are examined. The case throws light on various measures taken by HR departments in insurance organizations to improve the work environment and the productivity of employees.

Issues

Need for an HR framework to handle problems specific to insurance organizations.

Reference Numbers

ICMR	INS028
ECCH	403-016-1

Organization(s)	-
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Countries	India
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Industry	Insurance
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Pub/Rev Date	2003
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Case Length	4 pages
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TN Length	4 pages
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Insurance

Innovative Products: The Key to Success in the Indian Insurance Market

Abstract

The case discusses the various types of insurance products available in the Indian insurance market. It examines the need for insurers to develop innovative products. The significance of having a wide range of products has also been discussed. Further, the case suggests ways of making insurance products flexible using riders, so that they suit the tastes and preferences of different sets of customers.

Issues

Tastes and preferences of Indian customers.

Reference Numbers

ICMR INS029

ECCH 503-025-1

Organization(s)

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Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Marketing Information Systems in Insurance Companies

Abstract

The case examines the growing potential of the insurance business worldwide and the need for improving operations to survive in the new insurance environment. It also throws light on the growing need for a Marketing Information System (MIS). The various advantages of an MIS for insurance companies are also discussed in the case. In addition, the role of an MIS in auditing sales and other operations is examined.

Issues

The importance of a Marketing Information System (MIS) for insurance companies.

Reference Numbers

ICMR INS031

ECCH 503-030-1

Organization(s)

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Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Is the Honeymoon Over for Insurers in India?

Abstract

The case discusses the current market situation for insurers in India. It examines the changing trends in customers' expectations and emphasizes the need for insurers to change their strategies accordingly. The potential of the rural market and ways to tap the opportunity have also been suggested. The case also emphasizes the need to train sales agents and make them more efficient.

Issues

The present competitive situation in the Indian insurance market.

Reference Numbers

ICMR INS030

ECCH 503-015-1

Organization(s)

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Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 5 pages

Need for Training Sales Personnel in Insurance Organizations

Abstract

The case discusses the role of sales personnel in the effective selling of an insurance product. It also discusses the impact of poor customer service on the performance of the insurance company. The case discusses the objectives of sales training programs and focuses on the need for providing continuous training to sales personnel to deliver superior customer service. The benefits of cross-training of employees are also examined.

Issues

The importance of imparting training to sales personnel.

Reference Numbers

ICMR INS032

ECCH 503-018-1

Organization(s)

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Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Rebates in Insurance: Boon or Bane?

Abstract

The case discusses the various ethical issues involved in the marketing of insurance products. It focuses on the rebating practice adopted by many insurance agents and suggests ways to eliminate it. The case suggests various reward structures to keep the sales force motivated. It also emphasizes the need to develop a code of ethics for an insurance company.

Issues

Unethical practices adopted by insurance agents.

Reference Numbers

ICMR	INS033
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ECCH	503-020-1
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Organization(s)	-
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Countries	India
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Industry	Insurance
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Pub/Rev Date	2003
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Case Length	4 pages
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TN Length	4 pages
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Sales Personnel and their Training: A tool for Competitive Advantage

Abstract

The case examines the various ways of entering the Indian insurance market. It discusses the significance of training sales personnel to perform better and provide competitive advantage for the company they represent. The possible conflicts that can occur between the customer and the sales personnel have also been discussed. The case also throws light on the need for training agents and suggests areas in which training is required.

Issues

Possible ways of entering into foreign markets.

Reference Numbers

ICMR	INS034
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ECCH	503-021-1
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Organization(s)	-
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Countries	India
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Industry	Insurance
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Pub/Rev Date	2003
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Case Length	4 pages
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TN Length	5 pages
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Serving the Rural Market: A Necessity for Indian Insurers

Abstract

The case discusses the attractiveness of the rural market in India for insurers. The case examines the Insurance Regulatory and Development Authority's (IRDA) definition of the rural market. It also examines IRDA's stipulations regarding the percentage of insurance policies sold in the rural market, their impact on different players in the Indian market and the strategy that insurance companies need to adopt to comply with IRDA's regulations and gain a competitive edge.

Issues

IRDA's definition of a rural market, and stipulations on serving rural customers.

Reference Numbers

ICMR	INS035
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ECCH	503-029-1
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Organization(s)	-
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Countries	India
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Industry	Insurance
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Pub/Rev Date	2003
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Case Length	4 pages
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TN Length	4 pages
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Technology: A Means for Improving Customer Service

Abstract

The case discusses the changing business environment and growing competition in the insurance industry in India. It also examines various technological developments and their impact on the insurance market. The case also touches on the application of web-based solutions and their impact on the process of insurance operations. Finally, the case examines the problems that are likely to arise when an insurance company goes online.

Issues

Competition in the insurance sector in India, Role of technology in marketing.

Reference Numbers

ICMR	INS036
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ECCH	503-019-1
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Organization(s)	-
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Countries	India
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Industry	Insurance
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Pub/Rev Date	2003
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Case Length	4 pages
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TN Length	4 pages
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The Art of Selling Insurance Products

Abstract

The case focuses on the principles of personal selling and highlights the importance of prospecting and qualifying in personal selling. It discusses the major stages involved in the selling process. It also examines the process of selling and provides solutions related to the better utilization of time by sales agents.

Issues

The stages in selling insurance products.

Reference Numbers

ICMR	INS037
ECCH	503-023-1

Organization(s)

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Countries

India

Industry

Insurance

Pub/Rev Date

2003

Case Length

4 pages

TN Length

4 pages

US Insurers: Looking towards the Indian Insurance Market

Abstract

The case focuses on the intensity of competition in the Indian insurance market and also highlights the potential for growth in this sector. The case also discusses the various types of insurance products available in the Indian market and the existing demand for each one of them. It examines the possible growth potential for various products and highlights the factors that make the Indian insurance market so attractive.

Issues

The current situation in the Indian insurance market.

Reference Numbers

ICMR	INS038
ECCH	503-022-1

Organization(s)

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Countries

India

Industry

Insurance

Pub/Rev Date

2003

Case Length

4 pages

TN Length

4 pages

Balanced Scorecard: A Performance Support System

Abstract

The case focuses on the need for performance measurement to assess the current performance of an organization and identify steps for improving it. It examines the use of a balanced scorecard for measuring and communicating organizational performance. The case also discusses the difference between the use of the balanced scorecard for assessing the performance of corporate strategy and the performance of business unit strategy. The case also throws light on the various benefits that can accrue to a company through the use of the balanced scorecard.

Issues

Need for performance measurement, balanced scorecard.

Reference Numbers

ICMR	INS039
ECCH	403-030-1

Organization(s)

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Countries

India

Industry

Insurance

Pub/Rev Date

2003

Case Length

4 pages

TN Length

4 pages

Bancassurance: A Business Option

Abstract

The case examines the various forces driving the integration of financial services and the increasing scope of banking services. It discusses the various options available before banks for increasing their range of services. The case throws light on the numerous advantages of bancassurance for banks and also examines the difficulties banks face when entering the field of bancassurance.

Issues

Forces driving the integration of financial services, bancassurance.

Reference Numbers

ICMR	INS040
ECCH	303-053-1

Organization(s)

-

Countries

India

Industry

Insurance

Pub/Rev Date

2003

Case Length

4 pages

TN Length

4 pages

Call Centers and CRM in Insurance Organizations

Abstract

The case focuses on improving customer relationships in insurance organizations. It discusses the role of call centers in improving customer relationships in insurance organizations and examines the way in which these organizations can improve the functional performance of call centers. The case also discusses the role of technology in managing call center operations.

Issues

Role of Customer Relationship Management in insurance.

Reference Numbers

ICMR	INS041
ECCH	503-054-1

Organization(s)

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Countries

India

Industry

Insurance

Pub/Rev Date

2003

Case Length

4 pages

TN Length

4 pages

Global Expansion of the Insurance Business – Is it Lucrative?

Abstract

The case focuses on the factors that need to be considered when entering foreign markets. It throws light on the globalization of insurance operations and the need for global expansion. It also examines the structure of a market and its hardness and softness. The case discusses the supply and demand forces that determine the nature of the market.

Issues

Analyzing potential insurance markets in various countries.

Reference Numbers

ICMR	INS043
ECCH	303-051-1

Organization(s)

-

Countries

India

Industry

Insurance

Pub/Rev Date

2003

Case Length

4 pages

TN Length

4 pages

Continuous Online Auditing: Benefits to Insurance Organizations

Abstract

The case focuses on the latest developments in the auditing process. It examines audit as a tool for continuous improvement in an insurance organization. It also looks at the groundwork that insurance organization must do before implementing Continuous Online Auditing (COA). The case also identifies the function and process improvement that occurs when a company adopts Continuous Online Auditing (COA).

Issues

Importance of auditing in the increasingly competitive insurance industry.

Reference Numbers

ICMR	INS042
ECCH	303-052-1

Organization(s)

-

Countries

India

Industry

Insurance

Pub/Rev Date

2003

Case Length

4 pages

TN Length

4 pages

Information Systems Planning in Insurance Organizations

Abstract

The case focuses on the need for the successful implementation of information systems in insurance organizations. It examines the reasons for failure in designing, developing and implementing effective information systems. The case explores the possible loopholes in information systems planning and discusses how auditing can help a company identify those loopholes. It also throws light on the groundwork necessary for implementing information systems.

Issues

Importance of information systems planning in insurance.

Reference Numbers

ICMR	INS044
ECCH	303-050-1

Organization(s)

-

Countries

India

Industry

Insurance

Pub/Rev Date

2003

Case Length

4 pages

TN Length

4 pages

Outsourcing of Underwriting: Advantages and Disadvantages

Abstract

The case focuses on the need for proper coordination between the various functions of an insurance organization. It discusses the problems associated with the aggressive selling of products and the lack of proper back-up underwriting staff to process applications for insurance policies. The case also examines the feasibility of outsourcing underwriting activities to speed up the processing of applications.

Issues

Need for coordination between marketing and underwriting.

Reference Numbers

ICMR INS045

ECCH 303-048-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

Role of Information Technology in Organization Design and Structure

Abstract

The case examines the difficulties faced when designing an organization's structure and operations after it has acquired another firm. It also examines the need for scaling up Information Technology (IT) operations after acquisition. The case throws light on the competitive challenges associated with the increased use of information technology in organization design and structure. The changes required in information processing technologies that affect the basic design and structure of an organization are also discussed in the case.

Issues

IT and organization structure.

Reference Numbers

ICMR INS046

ECCH 403-029-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

The Importance of HR Planning in an Insurance Organization

Abstract

The case focuses on the development and utilization of the human resources of insurance organizations through proper planning and management. It emphasizes the need for organizations to shift from their current manpower situation to their desired manpower position through HR planning. It also examines the problems faced by companies that failed to recognize their anticipated future needs in terms of employee skills and training. The case throws light on the need for motivating sales personnel so that they perform to the best of their abilities.

Issues

Human resource planning in an insurance organization.

Reference Numbers

ICMR INS047

ECCH 403-028-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

The Need for Business Intelligence in Insurance Organizations

Abstract

The case examines the need for Business Intelligence (BI) systems to support organizational processes. It throws light on the advantages of tapping information stored in corporate databases for managing business processes. The case explores the need for creating a Business Intelligence (BI) environment and a framework for managing information. It discusses the use of Decision Support Systems (DSS) for improving the efficiency of operations of insurance firms. The case also examines the use of Online Analytical Processing Tools (OLAP) by insurance organizations.

Issues

Importance of Business Intelligence (BI) for insurance organizations.

Reference Numbers

ICMR INS048

ECCH 303-047-1

Organization(s) -

Countries India

Industry Insurance

Pub/Rev Date 2003

Case Length 4 pages

TN Length 4 pages

The Need for Changing Organization Design and Structure

Abstract

The case focuses on the process of designing an organization's structure in such a way that the organization's objectives can be achieved. It examines the key approaches to organization design and structure – differentiation and integration. The impact of organization design and structure on the growth of a company is also examined. The significance of change management and the importance of coordination among various functional departments is also discussed.

Issues

Need for a suitable design and structure for an insurance organization.

Reference Numbers

ICMR	INS049
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ECCH	403-027-1
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Organization(s)	-
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Countries	India
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Industry	Insurance
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Pub/Rev Date	2003
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Case Length	4 pages
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TN Length	4 pages
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Customer Service and Organization Structure in the Insurance Industry

Abstract

The case focuses on the possible reasons for customer dissatisfaction in the insurance industry. It discusses the need for insurance organizations to increase their level of customer service. The case also throws light on the changing expectations and growing demands of customers with regard to insurance products and services. The need to achieve seamless coordination between various departments of an insurance organization to enhance customer service is also discussed.

Issues

Need to improve customer relations.

Reference Numbers

ICMR	INS051
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ECCH	503-017-1
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Organization(s)	-
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Countries	India
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Industry	Insurance
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Pub/Rev Date	2003
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Case Length	4 pages
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TN Length	4 pages
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Insurance – Repercussions of Unplanned Mergers and Acquisitions

Abstract

The case examines the problems associated with the management of insurance operations on a global scale. It throws light on the problems faced by a company when entering a new market. The mode and process of acquisition is also discussed in the case. The case examines the operational problems that arise in the process of international expansion. It also analyzes the need for and the process of risk management review before acquiring a company.

Issues

Problems faced in expanding the operations of an insurance organization.

Reference Numbers

ICMR	INS050
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ECCH	303-049-1
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Organization(s)	-
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Countries	India
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Industry	Insurance
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Pub/Rev Date	2003
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Case Length	4 pages
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TN Length	4 pages
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Viability of Providing Insurance Cover for Intangible Assets in India

Abstract

The case examines the viability of providing insurance cover for intangible assets. It also throws light on the difficulty of underwriting risks for intangible assets because of the lack of historical data. Issues associated with the provision of insurance against the infringement of Intellectual Property Rights (IPRs) are also discussed in the case. In addition, problems that impede the development of products, which provide insurance cover against the infringement of IPRs are also addressed.

Issues

Factors that prevent insurers from providing insurance cover for intangible assets.

Reference Numbers

ICMR	INS052
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ECCH	503-016-1
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Organization(s)	-
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Countries	India
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Industry	Insurance
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Pub/Rev Date	2003
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Case Length	4 pages
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TN Length	4 pages
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AIG's E-Business Risk Insurance Solutions

Abstract

Since the late 1990s, the Internet has been widely used as a channel for communication and e-commerce by individuals and businesses. The use of Internet involves several cyber risks such as hacking, systems getting infected by viruses and worms, identity and credit card frauds and breach of network security. These cyber risks were not covered by regular insurance policies. The US-based AIG, a leading insurance and financial services provider in the world, launched AIG eBusiness Risk Solutions (AIG eBRS) in 2000 exclusively to address these cyber risks. The case explains how AIG eBRS made the e-insurance policies flexible and brought down their costs through technological alliances, thus facilitating even small and medium size companies to avail such insurance. It describes the product portfolio and the strategies of AIG eBRS, which enabled it to emerge as the largest provider of e-business risk insurance worldwide with over 70 per cent market share.

Issues

Cyber Risks, E-Business Insurance, Risk Management for Online Businesses.

Reference Numbers

ICMR INS053

ECCH

Organization(s) AIG

Countries U.S

Industry Insurance / Financial Services

Pub/Rev Date 2005

Case Length 17 pages

TN Length No
