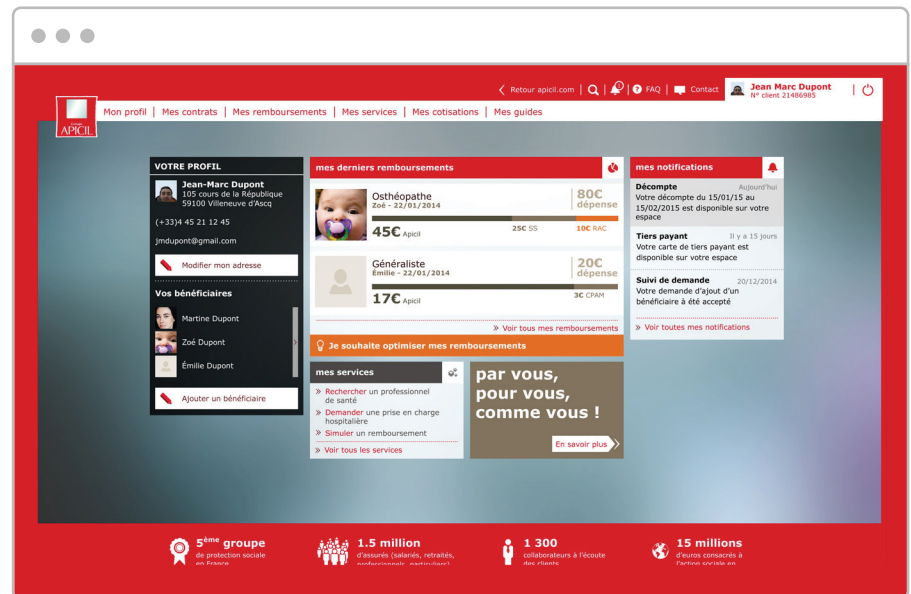


Apicil

Liferay: the technical platform at the heart of the Group's digital transformation.

www.apicil.com



Making new digital services available to customers is part of our drive for innovation. Our web portal based on Liferay has allowed us to design them in a simple and evolving manner which respects the group's values.



Yohann Burgan
Digital Product Manager

Organization

Apicil is a social protection group based in Lyon, France, which was formed by employees and companies in 1938. It is the 5th largest social protection group in France. It operates in the fields of health, welfare, savings and pension. It is a non-profit making mutual benefit insurance company and equity fund, managed by its own customers. It insures 1.5 million employees, entrepreneurs, professionals, retired people and individuals.

The group employs 1,350 people and has approximately thirty sales offices, mainly in the Rhône-Alpes region. In 2013, the group allocated 15 million euros to social actions, supporting several projects to promote health prevention, assistance to people with disabilities, professional reinsertion and assistance to the elderly.

In order to confront sweeping changes taking place in the social welfare system in France - focus switching to the marketplace and increased competition - Apicil has chosen an approach focused on innovative products and services, which are underpinned by a modernized information system.

Challenge

For many years, the Apicil Group owned around 15 different websites that were out of date, not scalable and unable to provide the outstanding level of services they desired. In 2013, during a change of platform, a decision was made to create a single website that would simplify access to the group's different services. A "showcase" website that embodied its values, but not just that. The Group was looking for a tool that would allow it to develop new kinds of services for its customers and partners, in particular, by allowing users to

conduct simple, administrative tasks and access personal information with ease. This major project also involved a switch to a paperless system for all of the group's documents and processes.

Decision and added value for the company

In 2013, Apicil began a call for tenders that involved several software providers. The Liferay solution was chosen and the new portal was created five months later. This flexible tool laid the foundations for Apicil's new services. The website is now easier for customers to use and holds a wealth of information.

In a secure personal space, customers can access a wide range of services, including real-time quote simulations, account details by downloading statements, immediate payment of hospital fees, etc.

"Nearly 1.5 million paper statements were being sent out each year", points out Yohann Burgan. With Liferay connected to the Apicil information system we are able to be significantly more cost effective and provide a higher standard of service to our customers. We are able to reimburse invoices uploaded to the portal the very same day".

Insurance brokers, another type of user, can view their customers' portfolios and make offers directly via a pricing portal, track their commission and automatically manage quotes using a process with electronic signatures and built-in management software.

The information system department, on the other hand, appreciates Liferay's flexibility and the way it can be easily integrated with existing business applications. There are about thirty people engaged in the team with another fifteen people from the core businesses that create the content. The flexibility and user-friendliness of the solution are greatly appreciated.

"The idea was to give each line of business as much autonomy as possible", states Yohann Burgan.

"Everyone's a winner. The developers created templates aligned with the Group's design guidelines and contributors then choose the one that suits their needs and fill-in the content sections. Every three weeks new functions are put into service. The solution's agility and performance are outstanding".

Apicil has also connected Liferay to the Google Maps application so it can provide geo-localization functions for its health partners.

To date, 120,000 users log-on the new website. The objective is to double that number by next year. "An average of 400 accounts are created by customers every day, in total autonomy", adds Yohann Burgan.

In the future, the website will be mobile-friendly. The "Responsive Design" function of Liferay allows the site to be displayed in native mode on tablets and smartphones, and a mobile application for customers will be interfaced with Liferay. "This is the next major step for us. It is essential to adapt our services to the mobile usage", adds Yohann Burgan.

Another important development is "Targeting". "We would like to use content contextualization to fulfil the needs of our business teams and offer customers value-added services that are better suited to their needs, as soon as we have properly identified them". The services available should increase from 30 to 120 by 2015.

Finally, the Apicil Group has been investigating ways to include online chat modules to facilitate its relationship with customers and prospects, ultimately replacing email channels with digital channels.