SMART BUSINESS RULE (SBR)

Dynamic Rule Engine for the Entire Insurance Lifecycle

FPT

Setting Business Rules – the Challenges

Business Level

- **Struggle to quickly implement and adapt** to new regulatory
- Configuring numerous rules leads **to slow time-to-market** for new product launch.

Management Level

- Need to track the overall performance of the team and its members.
- **Rely on manual processes or siloed systems** to enforce underwriting, claims, and policy management rules
- **Hard to assess alignment** between business processes and corporate strategy

Back Office

- **Inefficient** to validate every single business rule
- Need to adapt to different operation models and learn about business rules before manual processes
- Depend on the experience and knowledge of back-office users

Simplify Rule Management with Smart Business Rule (SBR)

SBR is a **dynamic framework** that automates decision-making across complex processes by applying customizable, logic-driven rules in real time.

- Improved Maintainability
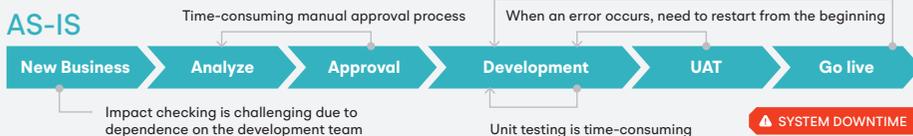- Enhanced Flexibility
- Improved Scalability
- Increased Agility
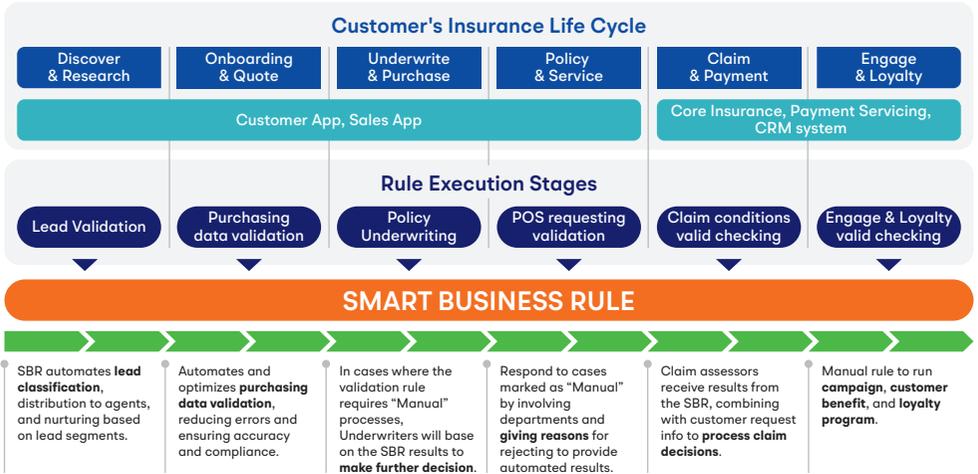- Better Governance and Compliance

Rule Development with SBR

AS-IS

Time-consuming manual approval process

When an error occurs, need to restart from the beginning

New Business → Analyze → Approval → Development → UAT → Go live

Impact checking is challenging due to dependence on the development team

Unit testing is time-consuming

⚠ SYSTEM DOWNTIME

Launching a business rule takes **from 2 weeks to 3 months**.

TO-BE

1 Quick impact check and analysis once the business segments related to the rules are identified

3 **Quick approval** after testing on the SBR system

New Business → Analyze → Setup rule & Simulation → Approval → UAT → Production

2 Simple rule setup with **no programming** implementation required, enabling **flexible rule testing with any input data set**

4 Seamless involvement in the testing process; **easy rule deployment to production** environment without releasing complex package

Launching a business rule ranges **from 3 days to 2 weeks**.

SBR Use Cases in Insurance

Customer's Insurance Life Cycle

Discover & Research	Onboarding & Quote	Underwrite & Purchase	Policy & Service	Claim & Payment	Engage & Loyalty

| Customer App, Sales App | | | | Core Insurance, Payment Servicing, CRM system | |

Rule Execution Stages

Lead Validation	Purchasing data validation	Policy Underwriting	POS requesting validation	Claim conditions valid checking	Engage & Loyalty valid checking

SMART BUSINESS RULE

SBR automates **lead classification**, distribution to agents, and nurturing based on lead segments.	Automates and optimizes **purchasing data validation**, reducing errors and ensuring accuracy and compliance.	In cases where the validation rule requires "Manual" processes, Underwriters will base on the SBR results to **make further decision**.	Respond to cases marked as "Manual" by involving departments and **giving reasons** for rejecting to provide automated results.	Claim assessors receive results from the SBR, combining with customer request info to **process claim decisions**.	Manual rule to run **campaign**, **customer benefit**, and **loyalty program**.

Case Study

CHALLENGE

A leading insurance group in Asia faced challenges in managing business rules using decentralized Excel files, leading to lack of standardization, IT overload, misinterpretation risks, and errors.

SOLUTIONS

FPT helped the company apply Rule Engine for **Underwriting**, **Policy Service**, **Claim** and **Agent Management** by designing a **low-code** framework and consulting on business rule adaptation across different business stages.

VALUES

Improve operational efficiency & customer experience with shortened processing time. **Underwriting straight-through process (STP)** rate reaches nearly **60%**, **POS STP** rate hits **71%**. The solution supports **end-to-end automation** of the **healthcare claim process**.

WHY FPT?

Speed
Agile Factory to validate ideas, and Ready-made solutions/ digital frameworks to define digital initiatives quickly.

Quality
Serving 1,100+ customers, including 130+ Fortune 500 companies. Average Customer Satisfactory Score of 94.94/100.

Scalability
7,800+ certified experts and a vast pool of software engineers for quick ramp-up.

Compliance
Our certified Information Security Management System includes Policies, Procedures, and Guidelines.

Global Presence
Optimal mix of near shore, offshore and onsite delivery models for achieving cost effectiveness & managing multiple language collaborations across time zones.