

# ALAHLI TAKAFUL COMPANY

Multi-channel, multi-lingual solution for group programs and life insurance automation

By **Kaushik Ravishankar** and **Vijay Ramachandran**,  
TCS Financial Solutions

**ALAHLI TAKAFUL COMPANY (ATC) is the Kingdom of Saudi Arabia's largest provider of Takaful Insurance, a cooperative form of insurance permitted by Sharia Islamic Law.**

ATC offers two main product lines: life insurance products for individuals including unit-linked investment products, and group life programs for organizations.

National Commercial Bank (NCB) offers ATC's life insurance products through its bancassurance channel. As the largest bank in Saudi Arabia and the leading financial institution in the region, NCB represents the main distribution channel for ATC's retail business.

ATC distributes group insurance products through a broader set of channels, and until recently, the group business relied upon highly manual processes. "Our strategy was to start growing our business from the group side, which requires a dynamic system to support that growth across different channels," says Mr. Abdulrahman Al-Obrah, CEO of ATC.

In late 2013, ATC began the process of selecting a new vendor, with the objective of deploying a single solution for life and group products that could be distributed across multiple channels. "We looked for a reliable vendor with international experience, a proven track record with successful implementations, and ongoing good relationships with customers," says Mr. Abdulrahman Al-Obrah. "We also wanted to find an application reflecting the overall best practices in the market without the need for doing a lot of customization."

Out of nine companies invited to participate, three were short-listed for the final stage, during which time ATC executives visited customers of the finalists. "We asked decision-makers in each of those companies, from top management and IT management, for their experience and feedback, and even their suggestions and recommendations," says Mr. Abdulrahman Al-Obrah. "Based on our evaluations and the feedback we received, we decided to select TCS."

TCS BaNCS, in addition to supporting life insurance with unit-linked investment products and group life programs, also included a feature that some of the other contenders lacked—a multilingual interface. "We thought that would be a basic feature in a Takaful application, but we were surprised to see that some of the vendors in the market were unable to provide Arabic language support," says Mr. Abdulrahman Al-Obrah.

Another main concern was the data migration from earlier technology solutions. "That's always the biggest challenge that any company goes through in deciding to change system, and one of the factors that we considered in selecting TCS was their previous experience in data migration," says Mr. Abdulrahman Al-Obrah.

“One of the factors that we considered in selecting TCS was their previous experience in data migration.”

“We're looking for TCS to be a partner for the long-term.”

**ATC formed a project steering committee consisting of all of the business unit heads, supported by resources from operations, finance and IT.**

In addition, ATC hired a dedicated project manager to work with the offshore and onsite teams from TCS. "The high level of engagement from the offshore and onsite teams, as well as from management, helped to mitigate the risks that we faced during the project," says Mr. Abdulrahman Al-Obrah. "That's what made it a successful implementation."

The first phase of the implementation was completed in 2015 with full migration of legacy retail policies to TCS BaNCS, including distribution enabled through NCB's bancassurance channel. The group life module was launched in February 2016.

The new solution allows ATC to grow across both sides of the business, retail and group.

Automation of the manual processes that had been used to deliver group policies has been a major change. "We can now grow our business, while also ensuring that we provide our customers with the required high level of servicing, starting from policy issuance through to invoicing and reporting to all stakeholders," says Mr. Abdulrahman Al-Obrah.

ATC's retail capabilities have also been boosted by full automation. "The turnaround time for policy activation has been significantly enhanced," says Mr. Abdulrahman Al-Obrah.

Based on these results and the experience throughout the project, ATC management gave TCS high marks for professionalism and engagement. "TCS showed their dedication and willingness to work with us, as the customer, to find solutions, and that makes it a partnership rather than a vendor-customer relationship," says Mr. Abdulrahman Al-Obrah.

"We're looking for TCS to be a partner for the long-term," he adds.



Mr. Abdulrahman Al-Obrah, CEO of ATC



## FAST FACTS

**ALAHLI TAKAFUL COMPANY (ATC)** specializes in offering Takaful insurance products and services in the Kingdom of Saudi Arabia.

**Takaful**, as an insurance concept, means to "guarantee each other." A Takaful contract is based upon the core principles of co-operation, protection and mutual responsibility for all participants.

## AT A GLANCE

**Company**  
ALAHLI TAKAFUL COMPANY

**Headquarters**  
Jeddah, Saudi Arabia

**Business Challenge**  
Migration to a highly-automated, Takaful-compliant insurance solution for life and group programs, to be delivered across multiple channels, including bancassurance

**Solution**  
TCS BaNCS for Takaful Insurance