

DATA MADE SIMPLE



# Proactive customer service via Robotic Process Automation (RPA) for McCarthy Insurance Group



Founded in Fermoy in 1952, McCarthy Insurance Group (MIG) are one of Ireland's largest impartial insurance brokers, with 14 branches and over 200 staff.

## The Challenge: Growing Fast with Expanding Operations.

MIG's renewals team plays a vital role in helping customers to determine the best insurance policy and price at renewal time. The renewals team prepares hundreds of insurance quotations per customer, per week. The renewals process was mainly manual, and the task of processing renewal payments was both cumbersome and error-prone. With their business growing quickly, the MIG management team identified that the level of manual input required for routine customer-facing processes was becoming increasingly wasteful.



**We knew that if we could find a more efficient way to process payments, we had an opportunity to really focus on our customers' needs and requirements. Our objective was to create an entirely automated process, which would make it fast and efficient for our staff to process payments while interacting and effectively communicating with our customers. To make our vision a reality, we needed to find the right technology partner to deliver it."**

The logo for McCarthy Insurance Group (MIG) in Ireland, featuring the letters 'MIG' in a large, bold, white font, followed by '.ie' in a smaller font.

**"It probably paid for itself after process four, and everything after that is a win, and the cost was very affordable. There was no big requirement for hardware, so for a business of our size, RPA was a no-brainer."**

Tony Hickey, Operations Director, MIG



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## The Solution

### Automation and RPA Made Simple, with Glantus

MIG was referred to Glantus, on the strength of the Glantus reputation for creating straightforward, data-driven solutions, and our expertise in finance and payments. The engagement kicked off with a short workshop to scope and understand the company's existing processes. Glantus was quickly able to identify the manual tasks that could be automated simply, thanks to our flexible RPA technology and data platform. We proposed a pilot engagement, aimed at a few critical processes within a single branch, and started building the initial robot, which was deployed within a few days.

## Transformative Results

While MIG spotted that many of their own internal processes were good candidates for automation, one key issue existed in the payment handling area of the business. For manual payment entries, over 10% of transactions were suffering from human error, duplicate entries and misalignment with the company's CRM. The cost to the business was huge - 14-man hours a day were being committed to resolving these errors across several of the company's branches.

The initial project was an enormous success, instantly slashing the time spent on manual tasks by over 90%. Payment processing errors were virtually eliminated in the pilot branch. The decision was then taken to expand the use of RPA into further processes within the same branch, later being deployed across the wider organisation.

The simplicity of the Glantus discovery process, the power of our existing technology, and the company's uniquely supportive approach made the deployment seamless, non-disruptive and instantly valuable.



## Features at a Glance

- Custom robots created for specific tasks, fast and without disruption
- 'Co-bots' support 160 customer-facing staff handling error-prone manual processes
- Close-of-business processes fully automated, running 24/7
- Customer CRM entries automatically updated based on customer interactions

## Benefits

- Average of 90-95% reduction in manual effort for each process automated
- Over 20 processes automated, delivering big savings on IT spend and man hours
- Errors in policy payments slashed, with many (daily) man hours of effort released
- The simple Glantus approach delivers regular, future-proofed deployments across the group

See it for yourself:  
Arrange a demo at [Glantus.com](https://www.glantus.com)