

Improving insurance service with Intel® architecture-based tablets

Nan Shan Life Insurance Co., Ltd. enhances customer engagement and service quality with Windows® 8-based tablets with the Intel® Atom™ processor Z3740



“Windows® 8-based tablets with the Intel® Atom™ processor Z3740, which feature convenient operation and extensive system compatibility, help the Nan Shan Life Insurance Shunli Communication Office establish flexible and efficient material application processes, enabling Nan Shan Life Insurance to gain the trust and satisfaction of its policyholders.”

– Shen Gang,
Manager, Shunli Communications Office,
Nan Shan Life Insurance Co., Ltd.

Located in Taipei City, Nan Shan Life Insurance Co., Ltd. (Nan Shan Life Insurance) consists of specialized operation teams organized under a robust financial architecture based on the philosophy of practical work and sustainable operations. Through these skilled, dedicated teams driven to offer customers convenient access to the most professional insurance services, Nan Shan Life Insurance has won various awards, including the Best Brand award in the life insurance category in the 2013 Survey for Business People's Ideal Brands of *Business Today* magazine. The sales team in Nan Shan Life Insurance's communications arm, the Nan Shan Life Insurance Shunli Communication Office, has set its sights on innovative services, reflecting its commitment to attaining continued performance excellence.

Challenges

- **Enhance team efficiency and service delivery.** Improve the insurance team's internal work efficiency and quality of service to tailor policies that fit clients' needs promptly.
- **Improve system compatibility.** Ensure business applications are not disrupted through a system that is compatible with insurance teams' file and document requirements.

Solution

- **Deploy Windows® 8-based tablets with the Intel Atom processor Z3740.** Provide insurance teams with Windows 8-based ASUS Transformer Book® T100 tablets powered by the Intel® Atom™ processor Z3740 that are already installed with Microsoft Office®, allowing teams to easily work on Office files without reformatting.

Technology Result

- **Enabled smoother file compatibility.** Procuring Windows® 8-based tablets with the Intel processor allows consistency of application, file format and content across multiple devices, and reduces errors in signed instruments or claim contract amendments.
- **Enhanced customer interaction.** With the tablets' convenient design, which includes a USB slot and wireless network transmission function, insurance teams have an easy way to share electronic materials with clients.

Business Value

- **Improved customer service.** Customer service is improved by providing customized policies to clients and solving insurance-related problems in the shortest possible time, with lightweight Intel® architecture-based devices that deliver excellent battery life.

Adopting the latest information technologies has been a welcome change for the team at the Shunli Communication Office of Nan Shan Life Insurance. Integrating new technology into the team's daily insurance services has not only enhanced internal work efficiency, but also improved the delivery of services to clients.

“The greatest advantage of the transformation from paper work to Intel architecture-based computerized operation was improving the customer service quality and in particular, enhancing the efficiency of insurance proposals for customers,” said Shen Gang, manager of the Shunli Communication Office at Nan Shan Life Insurance.

“Since Nan Shan Life Insurance offers a complete line of insurance offerings with many insurance product options, different master and accessory contract conditions, plus an extremely diversified product portfolio, clients often adjust their product mix before finalizing the contract with the company. Each adjustment necessitates revisions of the insurance contract content. Thus, an information-based online insurance contract revision system not only removed the need to reprint insurance contracts for confirmation by clients, but also allowed for quick adjustment of the content of insurance proposals, which ultimately improved our insurance team's work efficiency.”



Windows 8-based tablets with the Intel® Atom™ processor Z3740 enable Nan Shan Life Insurance to improve employee productivity and customer services

With long hours spent mostly in the field and a large number of documents that needed to be sorted, insurance teams used to bring their laptops on client visits. The older versions of laptops, however, were too heavy for most insurance teams, while extended use away from the office also introduced issues with battery life.

With the advent of tablets, insurance teams found a way to shift from bulky laptops to lightweight, compact devices. Tablets also offered the convenience of using the devices longer, thanks to the extended battery life, and introduced a more practical, user-friendly way to present documents to clients. As a result, many insurance salespeople began using tablets for various insurance tasks.

Boosting insurance promotions with an enhanced tablet solution

While tablets offer an attractive form factor and capability for the Nan Shan Life Insurance sales team, the devices must meet the requirements of existing applications and the business workflow, particularly reading and editing Microsoft Office files. Not all tablets run operating systems and applications that meet these requirements.

"Some documents like those from Microsoft Word* and PowerPoint* could not be opened successfully on some tablets. When we presented these files to clients, we needed to first convert those into PDF format in the office. If revisions of those documents were needed after the customer meeting, they had to be revised in the original format and be converted again. In addition, when a presentation was required, the salesperson also needed to carry a laptop to make sure the presentation was intact," explained Shen.

To solve these problems, Nan Shan Life Insurance Shunli Communication Office turned to Windows 8-based ASUS Transformer Book T100 touchscreen tablet PCs with the 1.3 GHz Intel Atom processor Z3740. Configured with Microsoft Office, these tablets have 10.1" touchscreens with 1366 x 768 resolution, and are equipped with a virtual keyboard, 64 GB storage, and 2 GB LP DDR3 system memory. They are easy to use—and more importantly, they open various Office files without the need for format transformation. With Microsoft Office compatibility, insurance salespeople are assured their files are unchanged in terms of content, data transaction processing (DTP), and presentation mode.

In addition to easier compatibility, the tablets also have convenient features such as a USB port and built-in Wi-Fi and Bluetooth connectivity. With a USB slot, employees can easily connect a USB flash disk to access and share electronic materials with clients. The built-in 802.11a/b/g/n Wi-Fi and Bluetooth v4.0 wireless networking capability of the Windows 8-based tablets allows easy connection to a large variety of network printers, which was a limitation in some other tablets.

Bringing more considerate services to policyholders

This user-friendly and convenient solution improved the insurance sales team's productivity and service delivery, allowing them to customize policies for their clients and solve all insurance-related problems faster.

- The usage model enabled by Intel architecture-based tablet in replacement of paper work improved customer service quality and employee productivity at Nan Shan Life Insurance.
- Intel Atom processor-based tablets that run on the Windows 8 operating system provideSWWhat most businesses today already use.
- The convenient design of tablets with Intel Atom processors enables easy file sharing, wireless document printing, and connection to existing peripherals such as keyboards and cameras.

"Using Windows 8-based tablets with Intel Atom processor Z3740 not only eliminated the time for file format transformation but more importantly, enhanced work productivity and efficiency of each member of our sales team. This also enabled Nan Shan Life Insurance to showcase its commitment to service excellence. Indeed, Windows 8-based tablets with the Intel Atom processor not only served as a sound strategy for Nan Shan Life Insurance's business growth, but also presented the company an opportunity to build trust among its clients," shared Shen.

Find a solution that's right for your organization. Contact your Intel representative, visit Intel's **Business Success Stories for IT Managers** (www.intel.com/itcasestudies) or explore the **Intel.com IT Center** (www.intel.com/itcenter).



This document and the information given are for the convenience of Intel's customer base and are provided "AS IS" WITH NO WARRANTIES WHATSOEVER, EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT OF INTELLECTUAL PROPERTY RIGHTS. Receipt or possession of this document does not grant any license to any of the intellectual property described, displayed, or contained herein. Intel® products are not intended for use in medical, lifesaving, life-sustaining, critical control, or safety systems, or in nuclear facility applications.

All performance tests were performed and are being reported by Nan Shan Life Insurance Co., Ltd. Please contact Nan Shan Life Insurance Co., Ltd. for more information on any performance test reported here.

Software and workloads used in performance tests may have been optimized for performance only on Intel® microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations, and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products.

Compatibility with x86 applications, peripherals, and device drivers is based upon an Intel® processor-based computer or device running Windows® 8.

© 2014, Intel Corporation. All rights reserved. Intel, the Intel logo, and Intel Atom are trademarks of Intel Corporation in the U.S. and/or other countries.

* Other names and brands may be claimed as the property of others.

0814/SHA/PMG/XX/PDF

331305-001EN