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wsib
ONTARIO

Grounded in cloud:

How WSIB future-proofed
its critical insurance and
claims services



CHALLENGE

Ontario's Workplace Safety and Insurance Board (WSIB) is one of the largest workplace insurers in North America, covering more than five million people in some 300,000 workplaces.

While focused on the traditional business of workplace safety, WSIB is anything but traditional in keeping up with its customers' evolving needs. That's why it took a hard look at its aging and inflexible technology infrastructure and sought creative opportunities to transform it.

There were several drivers for this move.

Over time, WSIB's technology systems had grown complex, unwieldy and expensive to maintain. The legacy infrastructure did not support automation, transparency or fast innovation. Processes were non-standardized and time-consuming instead of aligned, elastic and built for the self-service customer capabilities that today's always-on environment demands.

These issues made it difficult to provision computing power or launch new products and services.

With its infrastructure service contracts set to expire, WSIB knew it was time to reimagine the underlying technology capabilities and position the organization to continue to offer the best possible service to its customers. The organization was keenly aware that to support businesses and their employees in workplaces across Ontario, it had to keep its own operating environment in optimal working shape, requiring an upgrade to both the legacy infrastructure and its management approach, to be digital-first and cloud-enabled.

HOW ACCENTURE HELPED

WSIB teamed up with Accenture to implement ambitious new digital and cloud offerings.

First came a full inventory of the existing systems—from IT architecture to supplier contracts—and a market analysis of cloud and infrastructure service providers. The team then jointly designed a blueprint and fresh operating model to be deployed over the next three to five years, along with creating a roadmap outlining how to get there.

A core component of the new strategy was implementing a hybrid cloud approach to support both the technology infrastructure and related services. While WSIB intends to migrate most of its existing applications to the cloud over time, it also wanted to reach for the cloud right away, so the team immediately launched two new cloud-based portals for businesses and people, streamlining internal workflows, establishing a dedicated technical team, integrating data sources and upgrading the internal connections and interfaces.

The result was two big wins for WSIB's customers:

Login-for-Business

A cloud-based Identity and Access Management (IAM) solution that provides a new online portal for external businesses to interface with WSIB. This online portal enables businesses to perform common operations such as report and pay premiums, view statements, report and injury or illness, etc. Login-for-Business is the first major cloud initiative to Go-Live at WSIB and reaffirms their cloud-first direction for the modernization of its core services.

Online Service for People with Claims

A new online portal that extends WSIB's core services for people with a claim to access of their information digitally. The online portal displays real-time information such as the status of their claim, payment information, health care benefit information, and a variety of self-service capabilities related to the lifecycle of their claim. This new channel leverages the same cloud-based IAM solution introduced through Login-for-Business.





PEOPLE AND CULTURE

The cloud project has transformed the way people approach setting up technical environments for new services and solutions at WSIB, from the shared technical team to agile development methods and newly standardized approaches.

As the organization can now move faster and has eliminated many manual and redundant tasks, WSIB's technology team has more time to engage in higher-value work and deepen their skills in other new digital and "cloud-grounded" solutions. Customers no longer need to resort to time-consuming phone calls to carry out basic tasks making WSIB a more responsive organization.

The new infrastructure strategy is also changing the technology organization's view of supplier relationships. Previously, technology and platform vendors were considered transactional service providers, now they are viewed as partners. This collaborative mindset has opened up relationships, enabling a new and exciting focus on innovation and creation of new capabilities and services.

VALUE DELIVERED

WSIB now has an infrastructure services strategy and cloud-grounded approach to better meet customer demands today and for years to come.

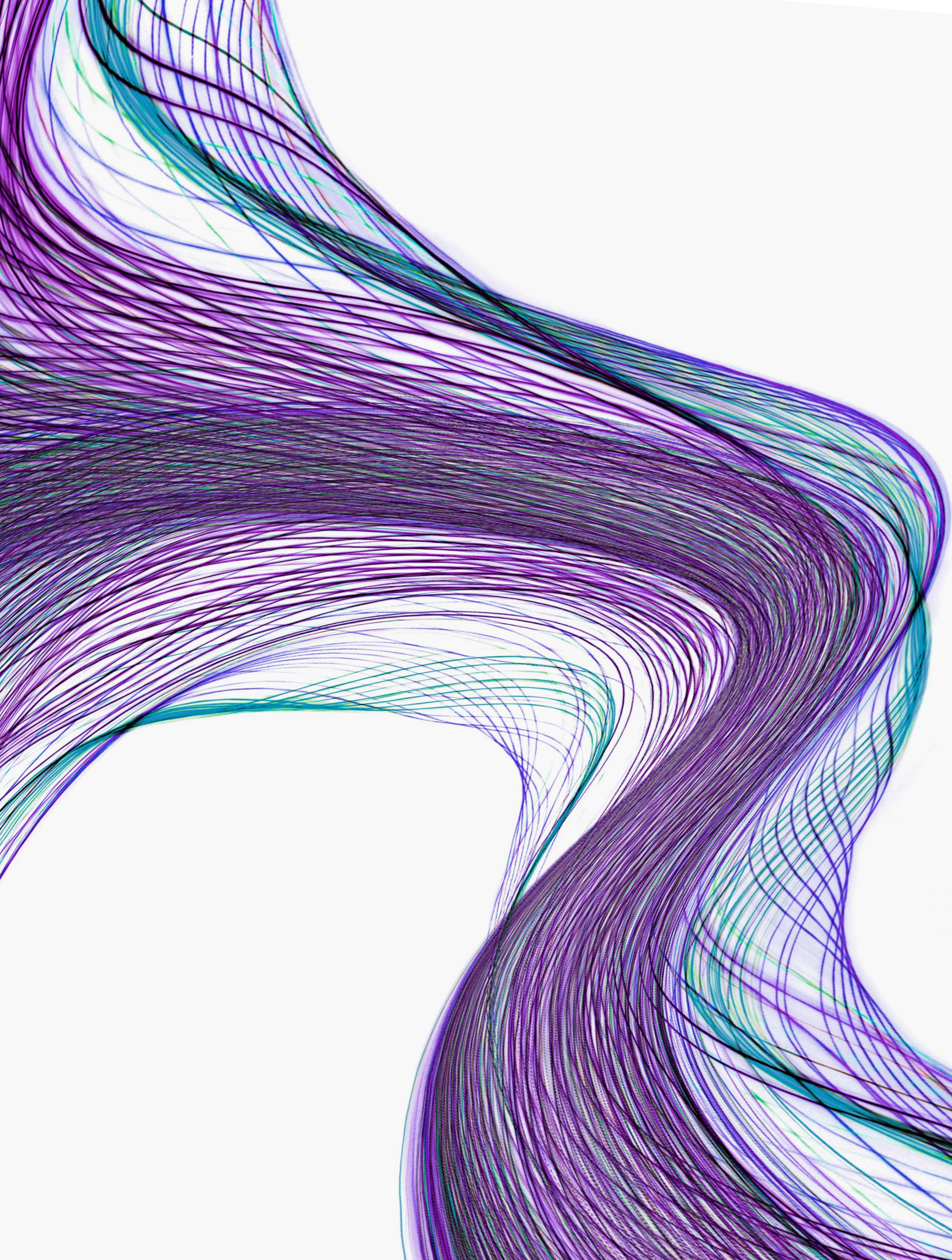
The end-to-end strategy standardizes processes, takes advantage of new capabilities such as self-service portals and automation, and improves customer engagement. The result is a more flexible technology and business organization, with much greater transparency around operating costs. WSIB is now in a position of strength and able to work with multiple vendors to boost customer service.

One aspect of the strategy, the Microsoft Azure Cloud platform, is already generating benefits for the organization. Provisioning infrastructure for new projects used to take days, and can now be accomplished in hours – what a difference! Login-for-Business counts 169,355 users since its September launch, including 40,654 active new users. In addition, the new people portal that enables individuals to track and view their WSIB claims information achieved its three-month enrollment target in just 12 days. This new capability enabled customer self-service, improving on the prior

approach which required customers to call WSIB to check their claim status – a process that could take ten or more minutes on the phone.

The average time spent by the customer online is now only three and a half minutes, resulting in 70% time savings for customers and additional call centre capacity for WSIB.

As a result, the overall customer satisfaction score is 80%, cementing this portal as the highest rated digital product WSIB launched to date. Since its June 3rd launch, the enrollment rate is already 25%, with 2,418 new user profiles and 1,738 new claims. This is a significant achievement given that full marketing of the product hasn't taken place yet.



Value Delivered

Since the project began, the organization has put in place over 500 services within Microsoft Azure, including key infrastructure-as-a-service (IaaS) and platform-as-a-service (PaaS) offerings.

That represents a 300 percent increase in cloud adoption in just one year. Additionally, the team is currently working on 20 cloud-based initiatives for both front-end and back-end applications.

In parallel, WSIB continues to migrate all its infrastructure services and applications to the cloud.

When COVID-19 caused a flood of customer claims, questions and new needs, WSIB's new offerings enabled the organization to initially respond within hours, not days, and ultimately solve for the service demands within days, not months.

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