

## Customer Successes CGU Insurance (IAG)

**“Futrix gives transparency in information.”**

**James Pettifer | Senior Manager, Management Information  
CGU Insurance**



CGU is one of Australia’s largest intermediary based general insurers, offering a wide range of commercial, rural and personal insurance products. CGU is a subsidiary of IAG – an international general insurance group, which underwrites approximately \$7.4 billion of premium per annum and employs 16,000 people. Faced with the challenge of analyzing and reporting on their massive information system, CGU implemented Futrix to obtain clear insights into their business productivity, track targets, and improve staff performance.

CGU found that building reports in Futrix was extremely simple. Due to this simplicity, the company was able to build a suite of reports in a 2 week period. A short time after implementing Futrix, increased productivity within the company has become evident. End users now have enhanced

power to analyze and report information due to their ability to navigate and view data in the exact way they want. Executives with limited time on their hands can utilize Futrix because of its ease of use and capability to produce fast answers. Futrix frees up time for analysts in query and reporting. Information is processed more efficiently with the number of queries produced per month at over 4000 and continuing to grow each month.

Futrix also gives CGU the power to track targets and boost the individual performance of staff. Operations managers can see in detail the performance of each area and can identify individual policies or claims that are impacting the KPIs. This has resulted in a noticeable increase in accountability. “Futrix gives transparency in information” said James Pettifer, Manager Long Tail and Information Delivery.

