Chapter 51

A Study on a Combined Model in Business Intelligence for Improving Electronic Insurance

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ABSTRACT

Business intelligence is one of the tools of IT in business and Information systems for management have been just developed theoretically, and have never fulfilled the demands of organizations, practically. The establishment and marketing of electronic insurance demands the readiness of tools and the foundation of IT. Business intelligence provides the managers with a collection of tools, techniques and methods in order to help them in better understanding of business state. Business intelligence techniques are applied by an optimized pattern in electronic insurance industry which its basis is merging two significant models in this field known as Kano Model and Model of Quality Function Deployment (QFD). Kano Model tool is a questionnaire filled by customers which they should answer to the questions with two positive and negative alternatives. These answers will lead to understanding quality demands of customers and considering basic demands, practical demands as well as motivational ones.

1. INTRODUCTION

Business intelligence is a supportive term which was introduced by Gartner Group and its researcher, Howard Drossner in 1989. This term was proposed in order to express and analyze a collection of concepts and methodologies which by the means of events and the systems based on events, improves the decision making in the

business. Applications of business intelligence give life back to the strategy of an organization. They measure the accuracy and success of the company's goals (Roglaski, 2003), (Mohaghar, Caro, Hosseini, & Monshi, 2009).

Business intelligence covers the collecting, process and analysis of a huge amount of data in internal systems and external sources, and this is a possible task, because the business intelligence

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uses advanced tools of analysis and forecasting to give an opportunity to a company to make quick and appropriate decisions in order to achieve to its organizational goals (Mohaghar, Caro, Hosseini, & Monshi, 2009), (Gupta, 2003).

This paper studies the business intelligence technique and its benefits in the next section. Then its application in e-insurance industry and the necessity of its usage will be expressed. Finally, a model for optimizing the usage of business intelligence in insurance industry field will be discussed.

2. ADVANTAGES OF BUSINESS INTELLIGENCE AND THE REASONS FOR THE NEED FOR IT

Increasing in organization's competitive power is one of the advantages of business intelligence solutions that makes the organization distinguishable. Furthermore, it provides better understanding of customers' demands and management of communicating with them. Besides, it provides the organization to control the positive and negative changes and supervise it appropriately.

In a wide perspective, institutes need using the intelligence for two main goals. First, for the analyses which help them to make better decisions so that they can recognize selling process and provide lookout for customers and important complaints. Second, it helps to foresee customer behavior and market need (Sabherwal & Fernandez, 2010).

2.1. Related Works

Business competition is very tough in information technology industry, especially technology-based on mobile phone transaction. Entering the year 2013, there is a need of a comprehensive report about the performance of electronic claim insurance in order to create a breakthrough and services improvement to face the competition of

enterprises. This product will be discuss comprehensively using a combined method of E-servqual (E-S-Qual and E-recs-qual), Kano Method, and Quality Function Deployment (QFD). Based on merger analysis of E-servqual and Kano, and there are seven of attributes that categorized as a's; should be increased to reach a competitive advantage, 10 attributes service categorize o's; should be improved, enhanced in order to meet customer satisfaction, and 10 attributes service categorize m's; must be repaired to meet the consumers. Company knows very much which attributes to be optimized and go beyond consumer expectations and attributes, solved to meet the customers' needs. It relates to efficiency of improvement service (Dachyar, Omar, & Sena, January 2014).

In his paper known as "Operational and real-time Business Intelligence", Daniela Ioana expresses his attitude that operating and optimizing the business intelligence in real-time is the decision-making process by a decrease in delay time (Ioana, 2008). Navid Haeri and Fereshte Jafari in their paper "Applying Business Intelligence in the field of cloud computing" stated that cloud computing services are the fields which can solve the weak points of business intelligence. They tried to provide a model of business intelligence cloud to solve the weak points in implementing the business intelligence solutions (Haeri & Jafari, 2012). Azam Sazvar et al. Mentioned two models used in this field known as Kano Model and QFD Model in her paper entitled "Representing a Model to Improving Business Intelligence in Marketing of E-Insurance Industry", which it results in this fact that though paying the premium, insurance distribution as well as the process of compensation can occur simultaneously, regularity and technical restrictions in some countries may do not permit to operate in a completely electronic way.

In this model known as Kano model, Dr. Noriaki Kano divided the customers' demands into three dimensions i.e. Basic demands, practical demands and motivational demands. In this model,

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