Leading Insurer Uses Performance Tuning and Big Data to Stay Ahead of the Competition and Promote Customer Satisfaction

About Church Mutual

Church Mutual is the premier provider of insurance services to customers in the religious institutional marketplace and other compatible markets. They provide property, liability, workers' compensation and commercial automobile insurance to more than twice as many religious organizations as any other insurance company. Their customers include houses of worship, denominational offices, schools, camps and senior living communities. What started as a small group of people focused on serving the unique needs of churches in 1897 has become the nation's leading insurer of religious organizations. Church Mutual has over 1000 employees, operates in all 50 states, and in 2013 posted over $1.3 Billion in current assets. **www.churchmutual.com**

Don't let their age fool you. Although Church Mutual has been around for 117 years, they are most definitely a modern, technology driven company. Like any for-profit enterprise, Church Mutual strives to keep their liabilities to a minimum while providing award-winning customer service. On average, they receive and respond to more than 475,000 calls annually, with an average speed of answer of 13.7 seconds. That is more than twice as fast as the industry average of 30.82 seconds! They understand that getting customers the information they need quickly and accurately relieves them from having to spend valuable time dealing with or worrying about insurance matters.

> "As their business grows, *Church Mutual* understands that *big data* is *driving their profitability.* Armed with the knowledge captured by *Brother-Panther*, they are able to *analyze trends* and *improve their response times* even further."

DBI CONTACT INFO.

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Challenges

Over their 100 plus years, Church Mutual has witnessed the power technology has to propel a company ahead of the competition, and promote customer satisfaction and retention. Using DB2 LUW technology afforded them a powerful, robust database to manage massive amounts of data. As their system began to mature in size and complexity, underlying performance flaws began to appear.

Further, Church Mutual recognized that it's not how much data you have, but what you do with it that is important. Their "big data" could help them make better decisions, develop better products and services, and enhance customer relationships. However, they had no tools to help them collect and analyze this data, wasting a precious natural resource that could give them a competitive edge over their competition.

Kshitij Kohli, Senior DB2 LUW DBA, or "Kohli," as he likes to be called, knew Church Mutual's database environment was ripe with opportunities for improvement. When he was hired four years ago, they were not using any performance tuning software on their DB2 LUW database, and they were suffering for it. "We had one query that was running at 100 seconds every time we did an insurance quote," remarked Kohli. Providing sub-second response times for customers has never been more critical. In the not so distant past, longer response times for account queries could be masked by idle chit-chat with a customer service rep. Today, the customer has direct access online to the same systems. Any delay may cause customer satisfaction to decline. Keeping customers happy is a necessity when your competitor is a Google search away.

That wasn't the only issue they were facing. With no tools to proactively assist him in finding issues such as the bogged down query, Kohli was literally on call 24/7. There were no resources to help him respond faster, more efficiently, or allow for greater scalability.

How DBI Helped

Church Mutual's approach was to find the best performance tuning tool available on the market. By making a side-by-side comparison of the top tools, and rigorously testing each of them, one stood out from the rest, DBI's Brother-Panther® for DB2 LUW.

Using Brother-Panther has provided a major breakthrough in performance analysis and change management for Church Mutual. Brother-Panther knows what changed, when, and how changes influenced performance. Rich performance analytics and intuitive workflows make performance remediation and tuning a snap!

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www.DBISoftware.com

Prior to deploying Brother-Panther, collecting data was not an easy task. With Brother-Panther's user friendly UI, the metrics for gathering data were easily defined, and the reports were easy to read. "Extraction into an Excel spreadsheet was so helpful. Even a person that is not a DBA can understand them," Said Kohli. "You can go to your managers with data they can use."

In addition to the performance metrics, Kohli saves about 20 hours a week by using Brother-Panther. The tool has helped him go from 30 hours per week of reacting to performance issues to logging in one hour per day to check reports, leaving him much more time to be proactive in his other DBA responsibilities. "The tools are helpful, and have good advice to solve problems, and that is very valuable," commented Kohli.

Results & Future Plans

DBI has award-winning patented tools and certified industry experts to help you reach your performance goals. Deploying DBI's Brother-Panther® for DB2 LUW showed an immediate increase in performance monitoring, query stability, and data delivered with no time outs. Church Mutual was able to reduce resource usage without adding expensive hardware. And, perhaps the best morale booster of all, no more on-call 24/7 for Kohli, "DBI is not just another vendor, they are like family to me. They go above and beyond to help me be successful in my job."

As their business grows, Church Mutual understands that big data is driving their profitability. Armed with the knowledge captured by Brother-Panther, they are able to analyze trends and improve their response times even further. Church Mutual looks forward to using big data to provide greater customer satisfaction, enhance fraud prevention initiatives, and develop better products and services for new and existing customers.

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(15) Second Challenge

In *15 seconds*, our *patented, award-winning* systems will tell us exactly where the problem is, and if you give us the greenlight, we typically have the problem fixed in *two hours or less*. If we do not bring significant, measurable, and rapid improvement, there is *no charge* for our services and we will donate *$10,000* to the charity of your choice.

How We Can Help.

Contact DBI today toll free:
(512) 249–2324
to take the 15 Second Challenge.