Chapter 51
A Study on a Combined Model in Business Intelligence for Improving Electronic Insurance

Mahdi Bazargani
Islamic Azad University, Iran

Elnaz Namazi
Islamic Azad University, Iran

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
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 solu-
tions that makes the organization distinguishable.
Furthermore, it provides better understanding of
customers’ demands and management of com-
municating 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 deci-
sions 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 & Fernan-
dez, 2010).

2.1. Related Works

Business competition is very tough in informa-
tion 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 compre-
hensively 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 con-
sumer 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 optimiz-
ing 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,