Given the high-powered functionality of Guidewire’s core technology suite for insurance, effective training can be the difference maker in achieving outstanding returns on this major technology investment. Yes, end-user training can be difficult, but experience confirms its value in terms of helping organizations develop new competencies faster, take advantage of these new skills and fully leverage the advanced features and functionality of Guidewire’s products.

Why is training so challenging to get right? Because very broad sets of jobs and user types must be addressed. Because it must be delivered in multiple training formats – including self-directed web-based modules or instructor-led classes. Developing diverse curricula that combine process, role and system training and address unique organizational needs is another challenge. For all of these factors, training is often perceived as a strain on internal resources or as requiring a significant investment in dedicated staff.

But the right training pays off when it overcomes user and agent resistance to change and leads to faster adoption of new tools, technology and processes. Training – as well as organizational change management (OCM) and communication efforts – is instrumental in the effective execution of strategic transformation programs and in sustaining change over the long term. The ultimate business value comes in the form of increased efficiency and productivity, enhanced customer experiences, more collaboration and other performance improvements that speak right to the bottom line.

In our experience, insurers seeking to overcome the common training challenges and optimize the value of their Guidewire investments quickly recognize the need for a strategic partner with the experience, depth and assets to deliver high-impact training.
Critical questions to ask

Insurers seeking an edge in generating more value from their Guidewire implementations and secure end users adopt new and upgraded technology must address a range of critical questions.

- What is the optimal mix of training formats for different types of user groups and specific modules?
- Which features and functionalities must be the highest priorities for different user segments?
- Which barriers or common risks must be addressed to boost end-user adoption rates?
- How much customization is necessary to adopt training programs to unique and specific objectives?
- How can training programs streamline for increased cost effectiveness?
- Do training approaches need to be adjusted for different parts of the Guidewire platform?
- How can the value of training programs be measured and tracked?

The value of training: the business case

Poorly designed or executed training programs are known to lead to low adoption levels, higher attrition rates and a decrease in overall user satisfaction. When users understand why and how to use new tools and updated technology, the benefits speak to the heart of the business.

- Faster time to competency and increased worker productivity
- Superior management reporting
- Increased knowledge sharing
- Improved decision-making and collaboration among user groups (e.g., underwriters and agents)

EY’s training services for Guidewire

Based on our long experience with Guidewire and deep knowledge of insurance business processes, such as underwriting, policy administration, billing and claims, EY has established an industry-leading training offering for insurers implementing Guidewire technology. Designed for consistent and cost-effective development and delivered by dedicated training and OCM specialists focused on Guidewire, our training programs include:

- Training needs assessment: comprehensive analysis to understand the gaps between current knowledge and skills and those needed to successfully deploy Guidewire for different stakeholder groups
- Stakeholder engagement: proactive communication and engagement of stakeholders on key training activities
- Training content: completed training materials aligned to objectives, including content for all agreed-upon multichannel training approaches and supporting materials
- Training deployment plan: defining the key deployment activities, key roles, milestones, due dates, anticipated delivery date and delivery logistics
- Train the trainer: expanding knowledge of learning content and delivery design to prepare resources to deliver future offerings
- Training delivery and tracking: planned delivery of training content, with assessment tracking of key metrics and expected outcomes aligned to the overall change management program – with clarification of assessment tools, delivery modes, timing, owners and reporting

The advantage of accelerators

EY’s Guidewire training services leverage more than 70 accelerators to enhance quality and increase program efficiency. A proprietary toolkit aligned to the unique features of the Guidewire InsuranceSuite, these process models and templates can be leveraged for any training delivery method and tailored to specific training goals. Our accelerators include:

- Training strategy: covering scope, needs, design, coordination, deployment, evaluation and key milestones
- Training curriculum map: course outlines and modules for key stakeholder groups
- Design guides: defining the goals, objectives, delivery channel and subject matter
- PolicyCenter, ClaimCenter and BillingCenter: computer-based and e-learning modules, plus instructor guides, participant guides, and classroom presentations and job aids

Why EY for Guidewire training services?

EY has been a premier Guidewire implementation partner since 2008. Our comprehensive training methodology has contributed to our continued success with clients as it provides a consistent, flexible and cost-effective approach to providing the training users need to do their jobs more effectively. Why should you choose EY to develop and deliver Guidewire training?

- Robust and tested end-to-end approach – from needs assessment, strategy and stakeholder engagement, to content and curricula development and delivery, to ongoing project management, tracking and reporting
- Comprehensive training toolkit, comprising customizable training templates and curriculum maps for each Guidewire module, process models and assets designed to accelerate the development of training programs
- Cost-effective infrastructure to quickly and cost effectively build multiple forms of learning – computer-based, competency-based, instructor-led (both virtual and classroom)
- Flexibility to address internal and external user groups, including agents and train-the-trainer audiences
• Insurance product and functional knowledge to optimize use of subject-matter specialists

• Customizable training collateral that helps accelerate development and implementation, as well as job aids that enhance learning during training and sustain knowledge beyond the deployment phase by documenting steps for recurring tasks and helpful tips to effectively execute work

• A long track record of success in delivering Guidewire services and working with insurers to successfully develop, customize and implement Guidewire training programs

• Deep resources and dedicated training specialists with in-depth product knowledge and extensive training background; a team of more than 1,300 Guidewire professionals, as well as more than 9,700 insurance specialists and Guidewire Centers of Excellence around the world

• Thought leadership and industry innovation, including strategic investments and collaborations with Guidewire in next-generation capabilities – mobile apps, customer and agent portals, sensors and telematics

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### Client success story

EY designed and executed a comprehensive transformation program to implement Guidewire PolicyCenter for more than 300 impacted internal and external end users (including agents and employees) for a state insurance carrier. The keys to success were the plan to minimize disruption, the focus on the new technology and the development of an internal training capability. The EY team conducted a thorough analysis of communication and training needs, the existing training environment and the requirements to sustain learning over the long term.

EY change management specialists partnered with internal resources to develop the necessary content and collateral. Timely and relevant communications, as well as effective stakeholder engagement, were also critical to the successful implementation. By leveraging our Guidewire training approach, the insurer was able to significantly reduce time spent on content development activities, as well as realize cost-saving benefits by minimizing the amount of dedicated training resources. Plus, the training program was scalable and repeatable – giving the insurer effective support for driving adoption for the immediate-term implementation and a long-term training capability.

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