



storm  
technology

# CASE STUDY

## Life Insurance Association (LIA)

*The Digital Transformation Journey*



## Putting People at the Heart of Digital Transformation

**A trusted partner to the Irish Financial sector for over 40 years, LIA has evolved from being solely a member-based community for networking and idea sharing, to Ireland's leading education and development association for people who work in the Finance industry in Ireland.**

From humble roots of just 500 members in the mid-90s, the organisation now serves over 10,000 members and delivers a multi-faceted education service that covers everything from online learning – delivered in a wide range of formats and consumed on-demand across multiple devices – to CPD activities, as well as seminars and events.

LIA's digital transformation was not an easy journey, touching every aspect of operations - from how the team engaged with members to how the association interacted with its own staff. Critical to its success has been LIA's commitment to keeping people at the forefront of its business transformation and the delivery of service excellence. LIA's motto is 'Member First'.

### The Digital Journey

Putting Members at the Heart of the Digital Transformation

With significant growth in its membership over just a few short years LIA was struggling operationally to meet the increasing volume and evolving demands of its members. Hindered by manual, labour intensive processes and crippled by legacy technology a fundamental change was needed.

"Our legacy technology was unable to keep pace with the rate of growth with bits of new functionality bolted on all over the place, it had begun to resemble a bad Lego creation. We were forced to begin a period of rapid recruitment to support our manual, labour intensive processes, but as a business, we knew this was a short-term measure.

We needed to rebuild our systems & processes to bring our member interactions into the 21st Century while ensuring that our signature personal touch remained at the heart of all LIA

engagements" explained Rebecca McGee, Head of IT, Privacy & Risk.

We would need a fully digital membership and learning management solution designed for our business, members and staff. Storm Technology became our partner on this critical project, taking the time to get to know both our needs and the needs of our members, leveraging this understanding to deliver a solution that has completely transformed the service we deliver to our members and how we operate day to day.

We are now able to offer a fully digital member experience – from online learning content delivered directly to members' mobiles, to the digital execution of over 7,500 exams annually. We have achieved what we set out to achieve, providing our members with a seamless digital experience and enabling them to access the learning materials they need, when, where and how they choose.

In addition, the changes to our back-office processes have enabled us to not only deliver a better service but to eradicate

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Rebecca McGee  
Head of IT, Privacy & Risk  
LIA

between 70-80% of our manual paper-based processes. This has brought about great operational efficiencies and has given us scope to focus on other aspects of our business so that we can deliver even more for our members and students" continued McGee.

### Rebalancing the Digital Focus From Members to Employees

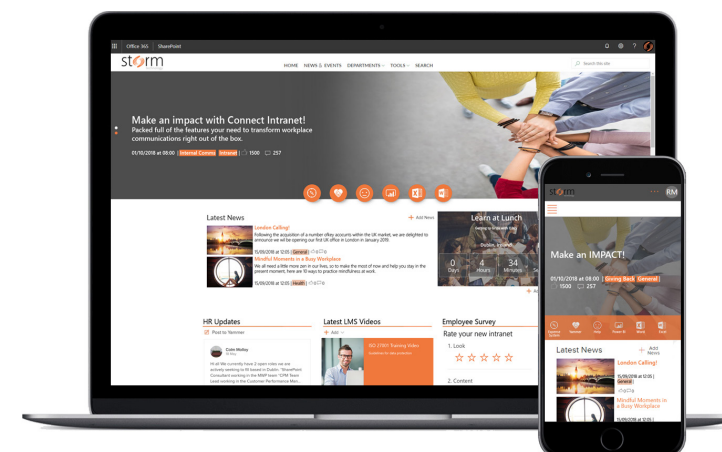
Undergoing a significant transformation change, particularly projects impacting central business operations, is a daunting undertaking for any business, with effective people management critical to managing this change.

For LIA, an organisation founded on strong cultural and community values, bringing people –both employees and members - along on the journey was a key priority. "The business transformation has represented a significant change for our employees and it was important to us ensure that we not only invested in improving our external communications but also our internal communications.

Traditionally all internal communications were done via email which simply lead to 'email overload' and we found people were missing out on important news and updates. The knock-on effect was a disconnect across the association with departmental based communications and no real connection with the overall culture, mission and vision of what we were all about.

Fixing this disconnect was essential in supporting our strategic objectives. We wanted to create a central hub for all company news and information, from business updates and employee news to information on our operating processes and business policies. A digital coffee-shop where employees could go to find everything they want and need to know about the business" explained McGee.

To connect internal and external, and bring the benefit of digital transformation to employees, LIA worked with Storm to implement a company-wide intranet that would act as a 'go-to-place' for internal communications and information. A single point of truth, the Intranet has eliminated communication silos, enabled cross-functional collaboration and reduced the dependency on emails for internal communications.



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Rebecca McGee  
Head of IT, Privacy & Risk  
LIA

Speaking on the project, McGee stated: the intranet has done more than just provide a place for people to find information – it has helped improve morale and company culture, making everyone feel part of the same team - which is really important when you have gone through as much change as we have.

The intranet was our way of giving something back to our employees, a way of re-energising the company culture following a period of significant change and establishing LIA as a positive, engaging workplace.

Ensuring our employees bought into and took real ownership of the intranet was an important part of the process. We got employees involved early on, with staff briefings and pre-launch teasers. To provide each business unit with a voice in the project, a product champion was selected from each department. In addition to driving excitement for the project within their departments, these product champions were invaluable in facilitating post-launch user training, through a buddy up system.

What really impressed us about this project was just how quickly and easily we were able to get up and running with Storm's Intranet. Thanks to the solution's ease of use our product champions and system administrator really embraced the solution and were able to start using it right away, with minimal training required.

We have come a long way but there is more to be done, and we are confident that the Intranet will support us not only as we strive to grow the sense of belonging amongst our staff but also as we continue to roll-out and drive O365 adoption across the organisation.

LIA's story is one of end-to-end digital transformation – beginning on the outside and ending on the inside – the benefits have been impressive – better service to its members, improved operational performance and increased employee engagement for the business.

**Connect, is the innovative new ready-to-go intranet solution from Ireland's leading business technology consultancy, Storm Technology. Want to see how CONNECT can help your organisation drive employee engagement, productivity and collaboration? [Click here to book a demo.](#)**

## Contact Us

### Dublin

The Capel Building,  
Mary's Abbey,  
Dublin 7  
D07 FK22

### Galway

Galway Bus. Park,  
Upper Newcastle Rd,  
Dangan  
H91 RWF1

**T:** +353 1 416 1226

**E:** [info@storm.ie](mailto:info@storm.ie)

**W:** [www.storm.ie](http://www.storm.ie)

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