Client success story: Tower Insurance

The New Zealand earthquake overwhelmed insurance companies with claims. Tower Insurance’s CIO, along with Gartner research and recommendations, helped the company simplify its product portfolio, systems and processes to improve the customer experience.
Mission-critical priority

The CIO wanted to simplify processes by adopting a cloud-based insurance system. He also wanted to apply AI and machine learning to further improve the customer experience and cut costs.

How Gartner helped

Gartner research and analysts helped the organization to build a strong IT infrastructure and incorporate digitalization. This further helped the company gain a competitive advantage during the time of crisis.

Mission accomplished

With the support of Gartner for IT Leaders, Tower Insurance was able to:

• Increase strategic alignment
• Add capabilities to anticipate change
• Make its organization more adaptable

“Tower was a traditional insurer behaving in more conservative, traditional ways. The customer-focused Tower of today is far better placed to thrive in today’s digital world and make the most of the opportunities in the market.”

Peter Muggleston, CIO, Tower Insurance