

## Maalot – Unmanned Online Insurance Kiosk

### Signed and valid mortgage insurance policies using WonderNet's signature solutions

#### Highlights

**Client:** Maalot Mortgage Insurance

**Products:** Penflow SDK

**Number signature stations:** Several hundreds kiosks

**Number of end users:** over 10,000 new users a month

#### Overview

Following an Israeli government reform that commanded banks to separate between the mortgage and its insurance, mortgage banks are no longer allowed to bind their customers to their own insurance policies. Maalot Insurance took advantage of this reform and has placed its insurance kiosks at the mortgage bank branches, allowing customers that have just signed their new mortgage agreement, to get an insurance quote for an impartial company.

#### The Challenge

This revolutionary approach of placing an unmanned kiosk for insurance policies, presents a unique and progressive way for customer service. Maalot Insurance was not required to conduct any organizational changes due to this project, but placing these kiosks.

***The main challenge was finding a way to obtain customer signatures for the sake of producing a valid insurance policy.***

For that matter, Maalot decided to embed a signature tablet in the kiosk and use WonderNet's Penflow signature solution.



#### WonderNet's Solution

Constituting a breakthrough for the mortgage insurance market, the solution enables Maalot customers to apply for their mortgage insurance within the same branch they have just signed on their new mortgage agreement. Each customer interested in an insurance quote can approach the kiosk and by picking up the phone, speak to an insurance representative. By filling up his personal details and signing on the WonderNet signature pad, an online insurance policy is produced and sent to the customer's address.





## Benefits

- Immediate ROI – derived for such an unmanned kiosk
- Better access to customers in need for mortgage insurance
- Creation of an online customer database
- No changes in working habits of the insurance agents
- Advanced and modern company image

## Technology

Based on a highly sophisticated patented algorithm, *Penflow*<sup>™</sup> offers a reliable and secure solution for signing documents and authenticating the identity via a handwritten signature. The technology dynamically learns the variations of each signature and by analyzing biometric parameters such as pressure, acceleration, speed, and rhythm, *it* creates a unique personal profile, which is updated and fine-tuned with the natural fluctuations that occur in each person's signature. WonderNet solutions comply with the standard international electronic legislation and supports PKI. The system is easy to use and requires no staff or customer training, nor any alteration in signing modes or habits.

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