Genworth

A Unifying Intranet Solution for a Leading Insurance Company

Genworth connected its employees through a consolidated, modern intranet and supports over 800 different sites on one platform.

Summary

Genworth Financial, Inc. is a leading insurance holding company committed to helping families achieve the dream of home ownership and address the financial challenges of aging through its leadership positions in mortgage insurance and long-term care insurance. It improved its digital workplace with over 800 community sites using Liferay.

In Brief

INDUSTRY:

Insurance

COUNTRY/REGION:

United States

USE CASE:

Intranet

KEY FEATURES:

Web Content Management, Knowledge Bases, Team Sites, Permissions and Roles, Collaboration Tools

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> **The flexibility of Liferay, the agility of the solution and the low cost for development and maintenance allowed us to get where we needed to be.**
>
> Perry Lombard, Solutions Architect, Genworth

Challenges

- Existing intranet complicated content management
- Outdated intranet design and functionalities
- Needed a solution that could accommodate different business groups and goals

Results

A SINGLE HUB
Combined 800 sites together into one platform

IMPROVED PERFORMANCE
Two times performance increase

SELF-SERVICE KNOWLEDGE BASE
Easy access to information for customer service representatives

COLLABORATION PLATFORM
Employees have the tools and means to participate and share content

Liferay

Building a Connected Digital Workplace

Genworth Financial, Inc. is a leading insurance holding company committed to helping families achieve the dream of home ownership and address the financial challenges of aging through its leadership positions in mortgage insurance and long term care insurance. Headquartered in Richmond, Virginia, Genworth traces its roots back to 1871. They have been leveraging Liferay technology for their past two intranet iterations and now looked again to Liferay to reinvent their intranet.
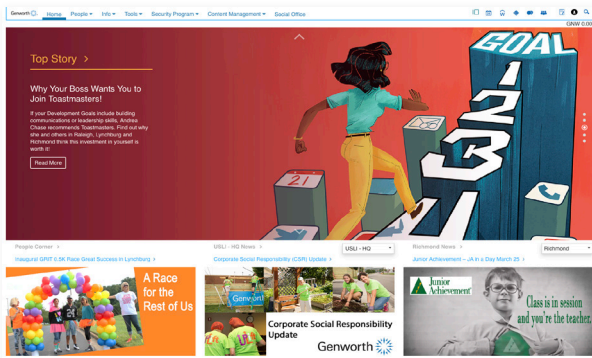
Modernizing an Intranet Solution

Genworth's strength is its employees. They understand the issues families face such as homeownership, aging and caregiving because they face them, too. In order to better support their workforce, Genworth built the third generation of their intranet using Liferay. This improved solution not only has self-service functionality with a modern look and feel, but also solves many of the problems with Genworth's pre-existing intranet.

Previously, the intranet was described as a static newsletter, not much would get changed or updated. Additionally, it was very time consuming to even publish updates. A more contemporary and user-friendly tool was needed.

The intranet now has between 700 to 800 sites; some are intranet-focused, some community-driven and some aim to provide customer service. The flexibility of

Liferay allows these three different initiatives to live together on one platform so that the organization can operate very efficiently. "The flexibility of the platform allows us to do pretty much whatever we want it to do," said Perry Lombard, Solutions Architect.

The intranet is currently being used as a communications delivery solution and a tool resource hub. There are community sites for internal initiatives, teams and groups so that members can share data, share content and participate in larger organizational discussions using Liferay collaboration tools. The customer service group primarily uses the portal as a self-service knowledge base so they can disseminate information to customer service representatives on behalf of Genworth's customers.

Enhanced Performance with Liferay

With the help of Liferay Global Services, Liferay's consulting group, Genworth was able to successfully implement this third generation of their intranet. After upgrading their intranet to the latest version of Liferay DXP, Genworth saw a dramatic increase in performance; the uptime exceeds that of other internal systems. "If a company is looking for a solution that is flexible, cost effective, and easy to implement, I suggest Liferay would be a great opportunity to take a look at," Lombard said.

Continually Improving the Employee Experience

Genworth is now already preparing for the fourth generation of their intranet. The company has plans to connect users to content through the use of subscriptions through a self-service model that allows users to receive content that they are interested in; for example, users could subscribe to relevant blog posts. In addition, Genworth is looking towards integrating Liferay DXP Cloud to take advantage of the managed cloud solution and powerful analytics to continually improve the intranet experience for its employees.