

# Case Study

Financial Services

**TRENDS & TECHNOLOGIES, INC.**  
Market Leadership Through Total Customer Satisfaction



## INSULAR LIFE



### The Challenge

Providing their clients with a sense of security is of utmost importance to Insular Life. Hundreds of thousands of families depend on Insular Life for their financial protection, and expect only the best service from this institution. Insular Life therefore has to ensure that their clients are being given the excellent service they deserve. Thus, came the need to replace their private branch exchange (PBX) system with a system that will improve efficiency for their headquarters in Alabang, and major offices – Insular Life Makati, and Insular Life Cebu. The company also wanted to provide tools to its executives and key personnel which would help them deal with their mobility requirements and at the same time address company cost issues.

### The Benefit

“We were able to integrate voice communications in the three offices with one local numbering system, facilitating interoffice communications while improving cost efficiency. A Cebu-based customer, for example, may be passed on to a servicing assistant in Alabang as if it were a local call,” said Tisha Cruz, vice president of Insular Life’s Information Services Division. Trends and Technologies was able to meet the objectives of the project and helped to provide mobility, build productivity and improve the company’s costs in voice communications.

Insular Life was established on November 25, 1910, as the first Filipino life insurance company. Today, it is the largest Filipino life insurance company earning a slot in the top three in the industry. It has a strong asset base which has consistently increased through the years, reaching P57.7 billion in 2007. It continues to deliver a solid performance, posting P2.2 billion in net income by end of 2007.

Insular Life has been securing the lives of Filipinos families for close to a century. Its roster of products -- from its ordinary whole life, endowment, limited-payment, college education and insurance plans, to pension and investment plans -- offers the best cost-benefits ratios among insurance plans in the market.

### The Solution

Trends & Technologies, Inc. provided Insular Life with the technology solutions needed. In January 2007, Trends designed and implemented the Cisco Unified Communications Solution to Insular Life’s office in Makati. The success of this project was followed by the enhancement of their Cebu office in May 2008. In addition to this, 2009 will see the completion of a third site, Insular Life’s headquarters in Alabang, Muntinlupa.

The solution was composed of a Cisco-based LAN infrastructure, Voice Gateway, Unified Communications Manager and Cisco IP Phones, all of which were aimed at safeguarding Insular Life’s communications and investments.

*“With Cisco’s Unified Communication Solution, calling Cebu from Makati office has never been easier and cost effective. Direct local number dialing has been made available through this facility. Further, calling from Makati to any destination within Cebu was also made available toll free, eliminating NDD charges. Directories are already online, you need not look for the “paper” directory when looking for a person’s local number. It really makes life easier.”*

Larry delos Santos  
AVP, TSD/Information Services Division  
The Insular Life Assurance Company, Ltd.



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## About Trends & Technologies, Inc.

Trends & Technologies, Inc. is a leading Systems Integrator and Solutions Provider for Information and Communications Technology (ICT) in the Philippines. With fifteen (15) years experience in Communications, Trends has evolved through the years to adapt to the changing ICT landscape, and is successfully bringing to new businesses such as Contact Centers the technology and support to be competitive.

For more information about Trends & Technologies, visit [www.trends.com.ph](http://www.trends.com.ph).

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