Canada's First Digital Insurance Company

CHALLENGE

aha Insurance set out to build a fully digital insurance experience, enabling customers to quote, purchase, and manage policies online. To do this, they needed an intuitive self-service interface integrated with core systems for broker management, policy administration, rating, and payments. This would ensure seamless, end-to-end functionality for both customers and internal operations.

SOLUTION

aha Insurance chose Bits In Glass and MuleSoft to deliver a seamless, fully digital insurance experience. The solution connected the online customer interface with legacy systems, broker management tools, and insurance-specific applications, enabling real-time automation of quotes, policy updates, and payments.

This eliminated manual intervention, improved efficiency, and ensured a smooth end-to-end customer journey. The scalable architecture also positions aha to easily expand or enhance services as customer needs evolve.

CLIENT BENEFITS

Fast Time-to-Market
Using a cloud-based approach, they achieved a time-to-market of under six months from development to launch.

Quoting in Under 3 Minutes
Customers can receive a full insurance policy quote online in under 3 minutes, without needing assistance.

Fully Digital Insurance
Customers can manage, update & pay online for insurance policies, with 70% of transactions completed on mobile.

About The Client

aha insurance

aha Insurance is an insurance company providing competitive auto, business, home, and leisure insurance.

Launched 2017, aha insurance was looking to become Canada's first fully-featured online digital insurance broker, providing customers with a 100% online insurance buying experience.

> *"From the start of this project, Bits In Glass became an extension of the aha Insurance team, integrating seamlessly. We consider them a 'go-to' partner and I highly recommend using them for any integration project."*

Steve Livingstone
CEO, aha Insurance