

CUSTOMER CASE:



As the leader of the insurance industry in the Kingdom, Tawuniya has many competitive advantages. Some of the major competitive advantages include financial strength, a well established company, goodwill, professional human resources, high level of automation, clearly defined strategy, and innovative products.

Tawuniya, formerly known as NCCI, has been providing citizens and residents in Saudi Arabia since its establishment in 1986 with motor, medical & life, and property & casualty insurance.

The company has more than 700 employees, was established with a capital of SR500 million, and is listed in the Saudi Stock Exchange.

Tawuniya uses QPR ScoreCard and QPR ProcessGuide to Align their Processes with the Strategy

“Since Tawuniya was incorporated in 1986, it's been driven by the spirit of automation and technology wherever and whenever possible. The adoption of a Balanced Scorecard system was indeed in line with our strategic objectives for a sustainable Tawuniya.”

*Mr. Osama Nihad,
BSC Operational Support
Leader*



Tawuniya's Vision addresses a long-term planning horizon of five years. It describes a future where Tawuniya benefits from the forecasted rapid insurance growth, especially in service intensive lines, and where attractive and challenging results are achieved.

Project highlights

Tawuniya, formerly known as NCCI, started using QPR ScoreCard in June 2005 as the result of the collaboration with IYCON, QPR Partner in the area.

They currently have seven Strategic Linkage Models (SLMs) that reflect

the Balanced Scorecard methodology used by Tawuniya. As a result of their high quality standards, they are continuously working on the models and the plan is to add two more scorecards during 2008.

Tawuniya uses a database repository (measures and projects library) in which all elements and project phases are stored for referencing in various scorecards.

In order to be able to map and streamline their processes, Tawuniya is also using QPR ProcessGuide, which integrates smoothly with QPR ScoreCard allowing Tawuniya to measure their processes' performance as well.