

## Case Study:

# CNP Assurances

Interview with Marcelo Prekajac | Head of Marketing

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*Marcelo Prekajac, Head of Marketing*

### Which was the business necessity that led you to use Wormhole?

We have detected the need to enlarge our life insurance marketing network in the interior of the country. Final sales are carried out by independent **Insurance Brokers located in different cities of Argentina**, thus we have decided to use Wormhole for distance training.

Brokers who already have their license to sell insurances are qualified to undertake the course to be part of the sales force of CNP Assurances. **Apart from the new members, all brokers of the network need constant training** on existing products and new policies, so we have decided to do it through Wormhole, because it **allows us to establish a real contact with them and, especially, to know their immediate feedback** through the virtual classroom. This enables the opportunity to quickly adapt to the insurance market and be competitive in our area

**Customer:** CNP Assurances

**Area:** Insurance

**Type:** Multinational Company

**Number of Employees:** 83

**Number of Students:** 40+

**Country:** Argentina

**Operating Network:** Argentina

**Website:** [www.cnp.com.ar](http://www.cnp.com.ar)

**Solution:** Wormhole Campus



## How did you solve it?

In order to implement the online training system, we have developed a training annual plan in which all independent Insurance Brokers of CNP Assurance participate. Such plan includes a schedule of live classes with their respective date, topic and recommended reading material for each class. **Brokers actively participate by means of chat and audio and video streaming, sharing their experiences with colleagues from the rest of the country,** allowing an enriching real time interaction.

## Which benefits has your organization received from the use of Wormhole products?

The most apparent benefit is the **reduction of travel and accommodation costs**, because they translate into an immediate decrease in costs. However, we believe that **the most important thing is having continuous contact with our wide network of Insurance Brokers** scattered in the interior of the country, who would otherwise be impossible to train.

Therefore, all brokers receive the same information simultaneously and can exchange experiences which are replicated along and across the country.

For example, we have a broker from Comodoro Rivadavia (Chubut Province) and another from Resistencia (Chaco Province): through Wormhole **we can establish a real time**



*Marcelo Prekajac, Head of Marketing of CNP*

**interaction and they can share their working experiences.** The company finds it very important that associated brokers receive all news and can give us an instant feedback. Apart from obtaining economic benefits with the reduction of travel costs, the most important benefit was the possibility to establish contact with the wide variety of Insurance Brokers scattered across the country, who would otherwise be impossible to train.

### About CNP Assurances

CNP Assurances is a company specialized in life insurances, existing for more than 15 years in Argentina and providing services of protection and saving for the insured. It is the first and only company in the life insurance market of Argentina which acquired an ISO 9001:2008 certification for all its management processes.

### About Wormhole

Creators of the first Live Learning platform. The simplest way to offer online classes and training. Thousands of companies, educational institutions and nonprofit organizations daily choose it to provide classes and training through the Internet, without losing the quality of a live training.