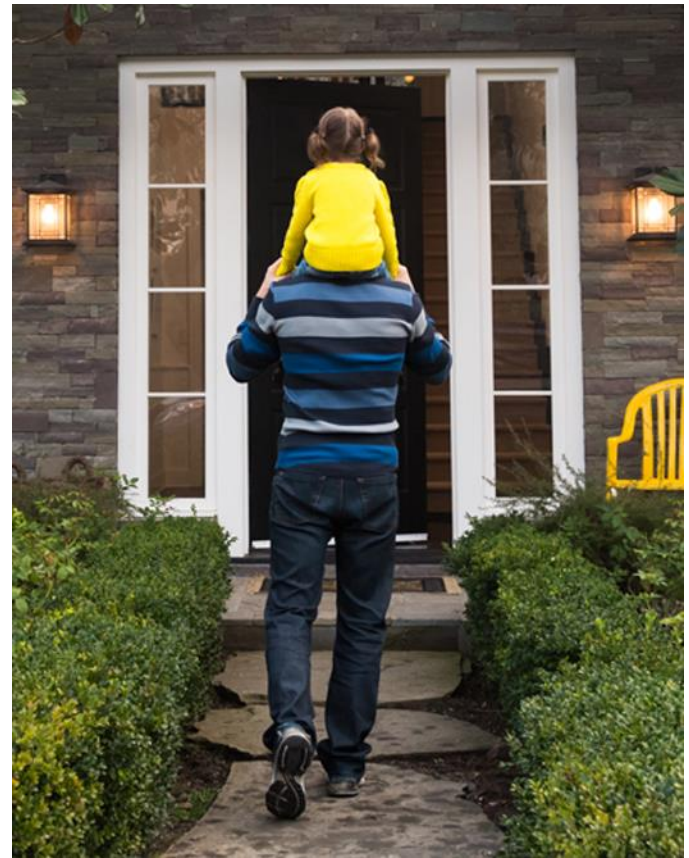




Building a Disruptive Innovation Capability



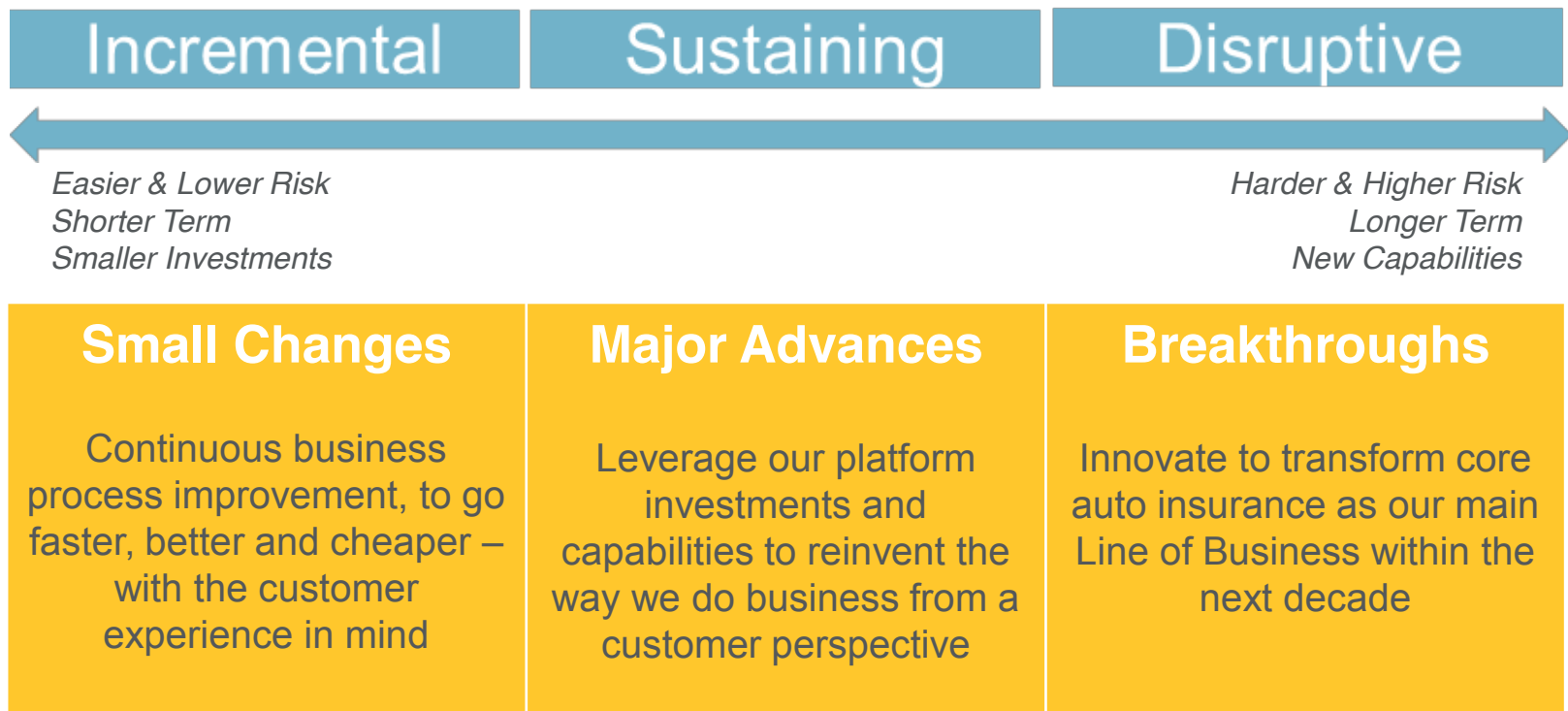
March 2016



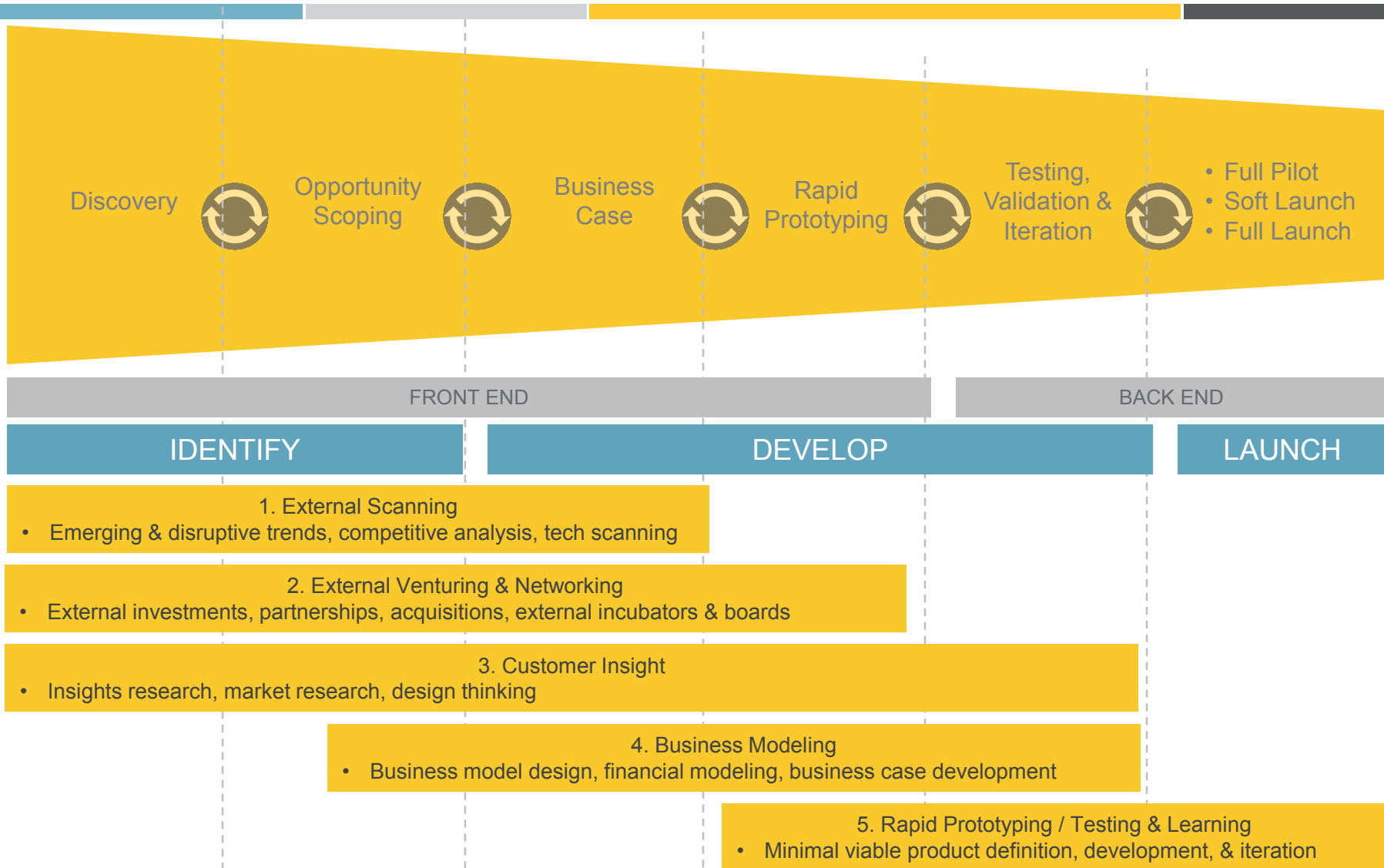
Defining Innovation @ CSAA Insurance Group

Innovation at CSAA Insurance Group is the process of finding better, faster, and cheaper ways to improve service, creating outstanding member experiences (simple, proactive, personal), creating new products and services, and growing partnerships and revenue.

Innovation Continuum

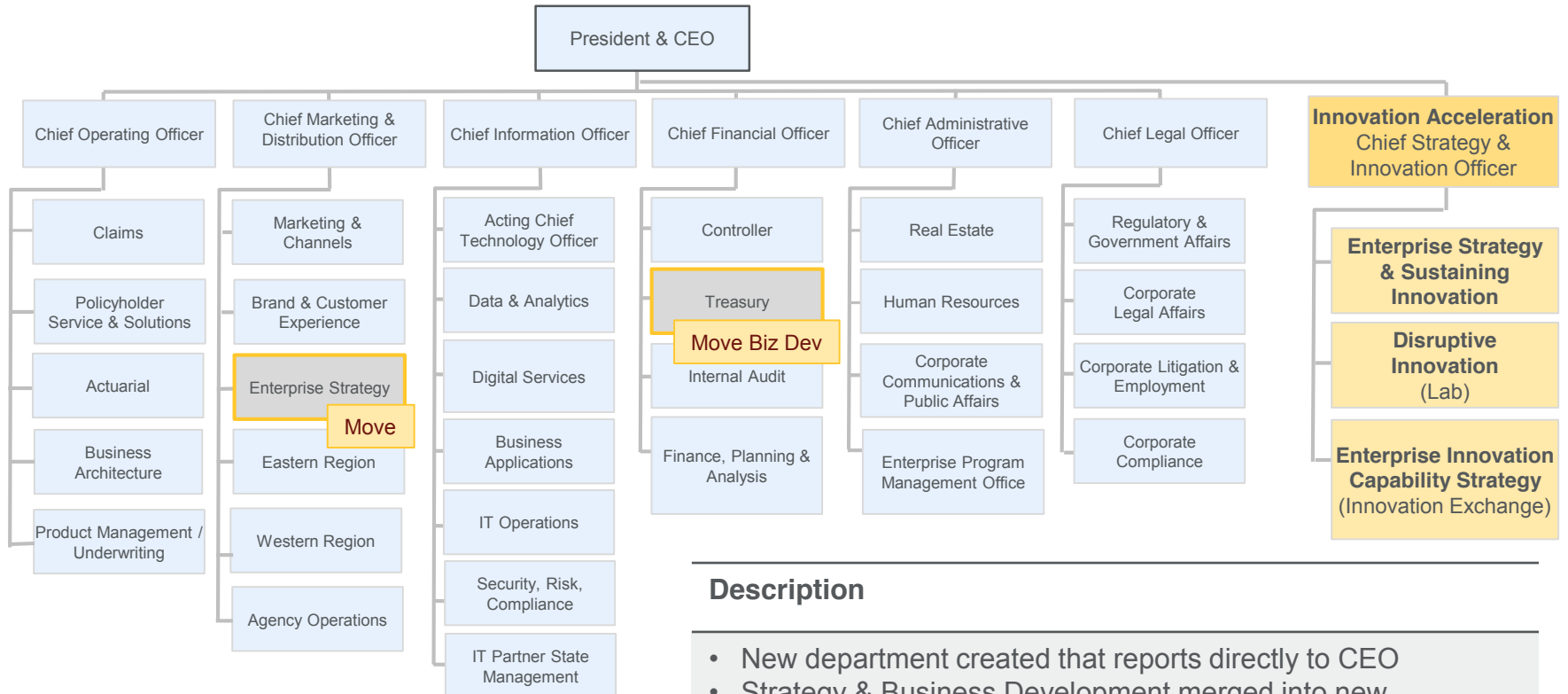


5 Core Capabilities for Disruptive Innovation



Organizational Model – Innovation Acceleration

An Enterprise Innovation Accelerator consolidates innovation capability to ensure an integrated portfolio approach to innovation and growth within and outside the core business



Description

- New department created that reports directly to CEO
- Strategy & Business Development merged into new department under Chief Strategy & Innovation Officer
- Enterprise strategy provided to Core Business and includes sustaining innovation
- Enterprise innovation capability development strategy, including Innovation Exchange platform, moves to new dept.
- Operational planning remains in Core Business

Enterprise Innovation Capability - Innovation Exchange

The screenshot displays the CSAA Insurance Group Innovation Exchange website. At the top left is the CSAA Insurance logo, and to its right is the text "CSAA Insurance Group". A search bar is located in the top right corner. Below the logo is a navigation menu with links for Home, Background, How It Works, Success Stories, (Dashboard), and (Administration). The main content area features a large, colorful abstract image of a lightbulb with the text "The Innovation Exchange" and a paragraph describing the innovation process at CSAA. Below this is a "Challenges" section with a filter for "This Community" and "All Challenges". Three challenge cards are shown: "New Test Challenge" (1 idea, 0 votes, 0 comments, 0 views, phase: Ideation, 16 days left), "Too Many Handoffs" (72 ideas, 475 votes, 451 comments, 5590 views, phase: Complete, closed Jan 9, 2016), and "Innovating for the Future" (67 ideas, 578 votes, 241 comments, 1636 views, phase: Complete, closed Feb 20, 2016). The footer includes links for User Guide, Support, Terms of Service, and Contact Us, along with the SPiGIT logo.


AAA Insurance | CSAA Insurance Group

Home Background How It Works Success Stories (Dashboard) (Administration)

The Innovation Exchange

Innovation at CSAA Insurance Group is the process of finding better, cheaper, faster ways to improve service, create outstanding member experiences, and grow partnerships and revenue. The Innovation Exchange brings this to life, enabling the creativity of our employees. Everyone is free to exchange ideas, receive feedback and collaborate in an open and transparent way.

Challenges New Challenge This Community All Challenges




New Test Challenge

The most interesting challenge in the instance.

1 IDEAS 0 VOTES 0 COMMENTS 0 VIEWS

Phase: Ideation ? Enter

Ends: 16 days




Too Many Handoffs

Closed: Jan 9, 2016

How can we reduce the number of handoffs in our processes so that the work in the Operations Center is...

72 IDEAS 475 VOTES 451 COMMENTS 5590 VIEWS

Phase: Complete Enter



Innovating for the Future

Closed: Feb 20, 2016

How might we better enable our employees to identify and pursue ideas?

67 IDEAS 578 VOTES 241 COMMENTS 1636 VIEWS

Phase: Complete Enter

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Enterprise Innovation Capability - Innovation Toolkit

Goal: Deliver a simple and flexible methodology and set of tools enabling all employees to improve how they work in service of insurance that is simple, proactive and personal.

