
ALLIANZ / SNA

Société Nationale d'Assurances (SNA) is a leading insurance provider recognized in Lebanon and the Middle-East for its professionalism, modernity, technical competence, and performance.

In the mid-1990's, the company was experiencing strong growth and development in all fields of business. SNA's Chairman and executive team, however, realized the need to undertake fundamental changes – at a time when SNA was at its peak – to prepare the company to face increasing competition in its home market and to lay the grounds for regional expansion. They called on CDS to help SNA in its development process.

The two-year SNA Transformation Program led by CDS involved a complete rethinking and overhaul of all aspects of the company's activities with the active participation of the majority of SNA's team. As a result of this comprehensive program, SNA was able to reap significant improvements in the quality, consistency, and efficiency of its processes. Quality improvements (such as significantly faster issuance of insurance policies) resulted in a tangible improvement in the satisfaction levels of customers' sales channels. Improved employee productivity also enabled SNA to significantly grow revenues without growing headcount and expenses, leading to enhanced profitability.

The institutionalization of SNA's critical know-how also facilitated the company's regional expansion.

The company's institutionalization played a major role in the decision by AGF (member of Allianz Group) to acquire a majority stake in SNA in 1999.

Wishing to replicate the impact achieved by CDS at SNA, Allianz Group asked CDS to assist in the rejuvenation and institutionalization of Arab International Insurance Company (AIIC, now known as Allianz-Egypt), a local insurer that Allianz had acquired. The ensuing one-year change management program helped transform AIIC from a relatively small, free-zone company into a vibrant leading competitor in the general insurance market and the number one private life insurance player in Egypt.

MR. ANTOINE WAKIM:
CEO OF ALLIANZ / SNA
1967 - 2009

"CDS' level of commitment and professionalism was immediately apparent. We also appreciated the fact that their approach was more personal than commercial.

CDS helped our people realize their potential. As a result, they experienced a profound change in attitude that saved their careers while benefiting the company. Today, most of us realize that we were very fortunate to have worked with CDS and to have begun the re-engineering operation when we did. We are confident that our organization is now better equipped and staffed to face new global markets and the challenge of continuously changing conditions."

MR. JOHN METCALF:
EXECUTIVE CHAIRMAN
OF ALLIANZ - EGYPT
2000 - 2006

"CDS' approach to our business was refreshing, working as collaborative partners, engaging our employees to solve problems and design the solutions that placed us on the path to corporate success. Their differentiating factor was that they did not preach what to do, but helped us to identify what we needed to do and how to do it."