Case Study
UniServe™ NXT | CCM

Data Consolidation and Agile Communications with Customer Communications Management solution

Leading online insurance company in India which is a joint venture between a leading Indian business group; and a French, multinational, investment banking firm. It is the first organization in the general insurance industry to receive dual certifications of ISO 9001:2008 and ISO 27001:2005 within the first year of operations in 2009.

Intense Technologies has deployed the Customer Communications Management solution at this leading insurance company.. The solution seamlessly integrated with the existing Core Insurance applications for improved customer satisfaction.

Business Objective

In today's dynamic marketplace, where technology and regulations undergo frequent transformations, businesses are required to be agile to quickly respond to shifting customer needs and satisfy their colossal expectations, and simultaneously reduce cost, which the legacy and siloed solution approach is unable to address. Having realized this, the General Insurance company embarked on a journey of transforming its communications delivery mechanism.

Challenges

A number of challenges had to be dealt with to successfully achieve this objective.

- Lack of agility to respond to quick change
- Organizational silos & legacy technology infrastructure pose challenges in generating unified invoice view of services consumed across product lines
- Business could not readily respond and reflect the changes, whether from market or the regulator
- In the never-ending battle between compliance and security, statement template management is a big challenge
- Absence of automated statement generation process
- Automating the process of statement generation was difficult as it involved multiple disjoint systems
- Tedious and time consuming process in developing the automated workflow
- Achieving business process integration and managing statement document templates

UniServe™ NXT platform simplified existing legacy environment and bridged process silos and empowered the insurer with an agile process for delivering communications based on business and regulatory needs, resulting in a world-class, Omni-channel customer experience

Solution: Customer Communication Management

Intense's Customer Communication Management solution built on UniServe™ NXT Platform simplified the existing legacy environment, bridged the process silos and empowered insurance service providerwith an agile process for delivering communications based on business and regulatory needs, resulting in a -class, Omni-channel customer experience. Unifying the entire enterprise's ability to process and organize customer communications across all channels has been made easy using the solution.

The Result

Easy compliance with the new regulations

- The solution enabled insurance service provider to send statements meeting the directives of regulatory bodies
- The business is now agile and can effortlessly deal with any new regulatory change

Improved customer satisfaction

- Faster delivery of statements
- Instant PDF generation with the given inputs

Independent, business-specific template

- Created 50 templates to address different client requirement across LoBs
- Ability to create templates and generate documents to meet local requirements and business needs
- Change management with faster turnaround times

Cost and time savings

- Automated processes reduced delivery times, reducing the cost
- Huge Cost reduction in updating the systems to the new regulations
- Rapid implementation & updating the systems in less than 6 months