

## Case Study

### UniServe™ NXT | CCM

# Customer preferred communications for an Indian insurance major

ICICI Prudential Life Insurance is a joint venture between ICICI Bank - one of the leading financial services companies in India and Prudential plc. - a leading international financial services group headquartered in the United Kingdom. Its total capital infusion stands at Rs. 47.80 billion, with ICICI Bank holding a stake of 74% and Prudential plc. holding 26%. ICICI Prudential began operations in December 2000 and currently comprises of over 2099 branches (inclusive of 1,116 micro-offices), over 276,000 advisors and 18 bancassurance partners.

At ICICI Prudential, Intense's Customer communications management solution built on UniServe™ NXT Platform has been seamlessly dovetailed with Life Asia Core Insurance application for efficient processing of customer communication documents.



### Challenges due to multiple applications

- Maintaining and managing multiple applications; a tedious task for IT teams
- Bills reaching customers through different channels were not identical
- Slow change management; normally between two weeks to a month to incorporate changes
- Poor security; e-statements were not password protected
- Tedious duplicate statement delivery
- Lack of reporting structure within the existing system to find out number of statements processed, number of statements emailed, etc.
- Inability to generate reports on number of users accessing statements through CRM (Customer Relationship Management) or Self-care, and tasks performed (snail-mail, e-mail, etc.)

### Benefits of deploying our solution

- Huge savings in maintenance costs through elimination of multiple applications (Single application generating all customer and advisor communication statements)
- Enhanced corporate image, as customer statements received through all mediums are identical in branded look and feel
- Elimination of multiple vendor dependency for change management. The complete configurability of the solution allowed easy incorporation of even data level changes and with faster turnaround times

## Single and unified solution for customer and advisor communications

- Password protected customer statements facilitated secure communications
- Instant delivery of duplicate e-statements, even before customer hangs-up the phone!
- Automated duplicate statement delivery process, all requests updated into CRM system. The solution periodically extracts all requests, automatically prints statements on local printer, and sends the same to customers through courier
- End-to-end system performance reporting on number of report types processed, number of emails sent, etc., helps maintain quality of service
- Instant reports on documents accessed and tasks performed (email, white-mail, etc.) through CRM and self-care, helping track customer requests and enhancing customer service
- Single, unified solution for customer and advisor communications



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