

Case Study

UniServe™ NXT | CCM

End-to-end process automation and cost optimization with Customer Communications Management solution

Bharti AXA Life Insurance is a joint venture between Bharti, India's leading private telecom company and AXA (ranked No. 15 in Fortune 500), world leader in providing financial protection and wealth management to millions of families all over the world. Bharti AXA Life Insurance has established itself as a front-runner in one of the largest insurance markets in the world.

At Bharti AXA Life Insurance, Intense's Customer Communications Management solution built on UniServe™ NXT Platform has been seamlessly dovetailed with Core Insurance application, RLS, for efficient processing of statements.



Enterprise Agility Challenges at Bharti AXA

Tedious and time consuming change management due to system rigidity

- Host server in Hong Kong; no access from India to make changes
- Business could not readily respond and reflect the changes, whether from market or the regulator
- Policy documents could not be personalized to meet individual (customer/advisor) needs

Welcome kit is a combination of diverse documents that are collated manually

- Manual intervention leading to collation errors
- Since the process was not automated, no reconciliation and error detection facility

Automation of policy document generation not possible

- Automating the process was difficult as it involved multiple report types

Print was the only output medium available

- Customers/advisors seeking electronic delivery of statements could not be served
- As prints had to be initiated from the system in Hong Kong, duplicate statement requests could not be addressed immediately

...Intense's Customer Communications Management solution will help us achieve our goal of offering our customers a more personalized experience. The solution will also improve our operational efficiency through intelligent printing and delivery options...

Tim Thomas
Chief Operating Officer
Bharti AXA Life

Benefits from our Customer Communications Management solution

Building brand intimacy

- Presentation of branded welcome kit, fund transaction notice, monthly/annual unit statements, agent commission statements, etc., to customers and agents
- Dynamic insertion of personalized honorifics and greetings on special occasions like anniversaries, birthdays, festivals, etc.
- Shorter response time to customer queries made possible by a centralized database
- Faster and efficient services due to automated and multimodal delivery - Print/email, etc

Self-dependency

- Ability to create templates and generate documents to meet local requirements and business needs
- Change management with faster turnaround times
- Ability to send electronic statements through password-protected email attachments

Automated policy document generation

- Automated process for generation of welcome kit
- Generation of error-free documents
- Faster generation of customer documents since manual intervention was completely eliminated
- Dynamically extracting information and presenting as rich statements

Cost and time savings

- No vendor dependency resulted in savings print costs
- Cost savings due to 20% of the customers/advisors receiving statements through email
- Reduced time in reprinting of duplicate statements (on request) identical to originals
- Automated processes reduced delivery times

Improved customer service

- Faster delivery of duplicate statements
- Faster response to customer queries



Copyright © Intense Technologies Limited. All rights reserved.

Intense Technologies Limited is a global enterprise software products company, headquartered in India with a strong presence in USA, LATAM, EMEA and APAC. Our enterprise software products are used globally by Fortune 500s for building agility by digitalizing customer experience lifecycle.

To know more about our solutions, visit www.in10stech.com or e-mail info@in10stech.com