

Case Study UniServe™ | CCM

Process optimization and cost minimization across customer communications

The life insurance company is a joint venture between two leading conglomerates - one of the world's largest insurance companies, and one of the world's largest two and three-wheeler manufacturers. This company is one of the premier and fastest growing insurance companies in India, with presence in more than 550 locations, over 60,000 insurance consultants and a rapidly increasing customer base of more than 2.5 million.



Enterprise Agility Challenges

- Finding an efficient solution for tedious and time-consuming Policy bond generation process
- Optimizing manpower-intensive and error-prone process of inserting Riders/Covers in Policy bonds despite rapidly increasing customer base
- Providing runtime e-mailing of commission statements and reports to agents
- Minimizing huge operational costs of sending customer premium notices periodically
- Need to remove tedium from agent commission statement generation process
- Improving access to policy-related documents in central database server without interdependency on different work teams

Intense's customer communications management solution, built on UniServe™ Platform, has been seamlessly dovetailed with the existing core Insurance application, for efficient processing of customer facing documents like Welcome kit, Commission statements, Premium receipts and Renewal receipts. The solution extracts relevant data from the core application and generates PDF formats of various types of customer communication documents.

Built on principles of Service-oriented architecture and semantic grid architecture the solution is scalable vertically and horizontally. Multi-processing support and the ability to provide fail safe processing is helping the insurer enhance operational efficiency of in delivering customer communications.

Enhanced brand image, cost minimization, faster time to market and lower customer support costs were the business benefits that were delivered

The Solution

Enhanced brand image

- Personalized presentment of Policy Bonds, Agent Commission statements, Premium notices
- Customized layouts for each category of life insurance products
- Multi-lingual support to generate documents in regional languages

Cost minimization

- Easy and dynamic Change Management resulting in cost savings on paper waste (eliminated pre-printed stationery) in complying with the Insurance Regulatory and Development Authority norms
- Reduced storage costs as Policy bonds are indexed/stored in electronic format (PDF)
- Savings in operational costs from efficient centralized processing and printing of policy bonds, commission statements, premium notices, etc.
- Insertion of barcodes to enable efficient tracking of distribution of customer communication documents

Change dynamism

- Dynamic selection of relevant data layout, based on product code for the policy bonds
- Dynamic insertion of Riders/Covers (PDF) as per customer's choice generating a consolidated Policy bond (PDF)
- Dynamic inclusion of product advertisements on statements
- Ability to define and insert business rules
- Displaying additional premium charges as per customer medical status
- Runtime masking of information; e.g., premium due date and last premium, payment frequency, etc.,

Short turnaround time

- Rapid generation of Policy bonds, Premium Notices, Agent Commission Statements through complete automation of operational process
- Faster delivery due to multimode distribution channels - print/e-mail

Automated environment

- Automated runtime e-mailing of Commission Statements/reports to agents
- Automated electronic sorting of Policy bonds on the basis of Branch codes

Process optimization

- Streamlined process with multimode delivery - print/email
- Total automation of the entire process of statement generation enabling greater flexibility in catering to growing customer-base requirements



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