

## Case Study UniServe™ | CCM

# One of the biggest life insurance companies in India modernizes its customer communications with Intense's solution

The client is a long-term life insurance provider with its headquarters in Mumbai, offering individual and group insurance. The client has about 400+ branches and presence in 980+ cities and towns in India. The client distributes its products through a multi-channel network consisting of Insurance agents, Bancassurance partners (HDFC Bank, Saraswat Bank, RBL Bank), Direct channel, Insurance Brokers & Online Insurance Platform.

## UniServe™

### Business Scenario

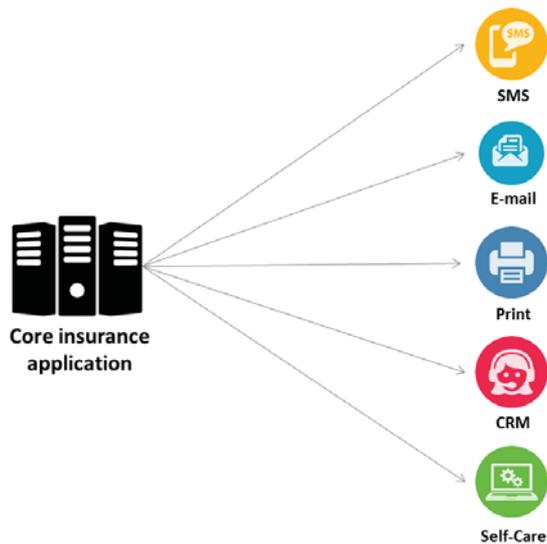
- The client's core insurance application connects to all the communication systems and sends out data in the preferred format to these systems.
- Monthly/ad-hoc communications being created by core systems is affecting the performance of the legacy systems.
- There is no consistency in branding across channels since multiple systems are used for sending out communications through various channels
- The client has outsourced template management which has increased costs in terms of changes/creation of templates. There are 800 templates maintained by the vendor and template creation is time consuming.
- With communications being a critical part due to regulations, the client has no consolidated report of communication tracking across various channels.
- Core insurance systems need to create statements for on the fly duplicate statement requests

### Business Challenge

Various systems and sources are being used to send out multiple customer communications due to which maintenance costs, customer responses, reconciliation and auditing have become a challenge. The client wanted a Communication hub that can handle all customer

Customer communications management solution is a comprehensive customer engagement and information management solution that enables digitalization of Omni-channel customer experience.

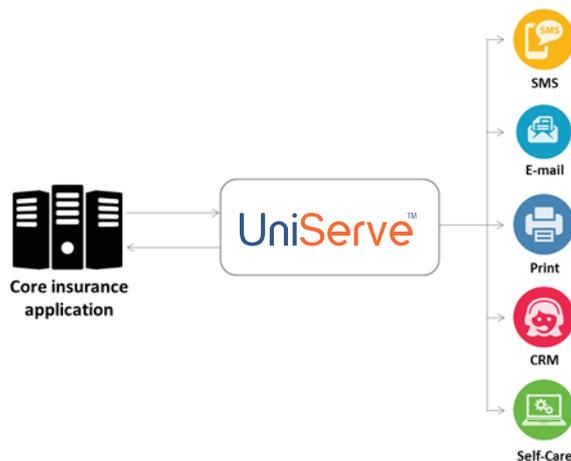
communication related aspects such as designing and delivery through Print, Email, SMS, CRM, and Self-Care portal.



Present Customer Communications

### Intense's Solution For Customer Communications

Our customer communications management solution built on UniServe™ Platform is a comprehensive customer engagement and information management solution that enables digitalization of Omni-channel customer experience. The solution empowers enterprises to send Omni-channel communications delivering the benefits of enhanced brand image and reduced customer support costs



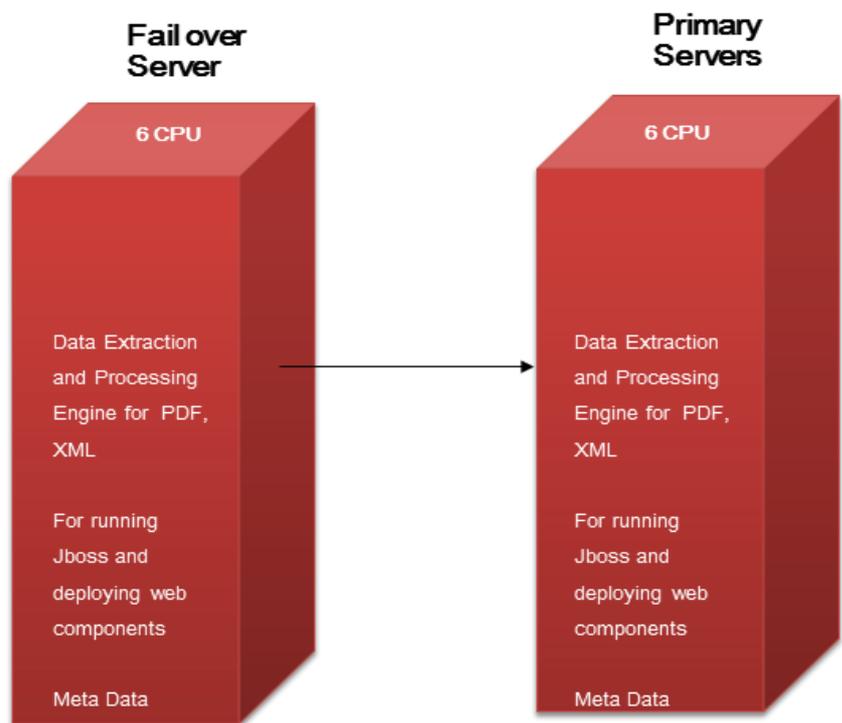
Customer Communication Hub with UniServe™

The Customer communications management solution handles all the communications that are sent to the end customers through SMS, Email, Print, CRM, and Self-Care

### Deployment Architecture

The solution is deployed centrally with 6 CPUs dedicated for data extraction, data transformation, loading and interfacing with the core insurance system of the client. The data is further processed and stored in XML (which will be used to send duplicate communications) for sending communications through various channel in the form of PDF, Email, SMS, Data for CRM and Print.

Another system with similar functionality and architecture is used as a failover server to ensure business continuity



### Communication Hub

The solution handles all the communications that are sent to the end customers through SMS, Email, Print, CRM, and Self-Care. This communications hub improved the performance of client's legacy systems. Automated business rules have been configured for On-the-Fly personalized and relevant communication through the preferred channel. Further, the hub reduced the number of communications with respect to various products by sending a consolidated statement.

### Template Management

The patented layering technology of the solution has reduced 800 templates to 200

The communication hub managed templates and eliminated the costs incurred due to outsourcing of templates. Besides, it has also reduced TAT (turnaround time) for template creation and helped the client go to market with new products.

CRM executives can now process ad-hoc statement requests on the press of a button

### Ad-hoc Statements

The Customer Communications Management solution receives data from the legacy application which is stored and used to generate duplicate statements On-the-Fly. CRM executives can now process ad-hoc statement requests on the press of a button. Customer can generate duplicate statements through the portal as and when required. The solution does not need to ping the core legacy application to generate duplicate statements.

### Communication Tracking & Alerts

The client's business users now receive a consolidated report of communication tracking through various channels. Our solution also sends alerts such as premium due date, policy lapses, and status of customer requests etc. to end customers.

### Analytics

The solution also provides improved customer experience through a graphical representation of all the policies of the customer on the self-care portal. The customer can slice and dice the data to get the expected view.

**This project is live since May 2015 and no customer complaint escalations with respect to customer communications have occurred till date.**



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