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Data Landscape Modernization

for Better Customer Experiences for a Leading Global Provider of Risk Management Products

**Case Study**

An RPG Company

Overview
Leveraging the cloud for improved operations and experiences

Our client is a leading global provider of specialty protection products and related services. The company operates across various segments, including global housing, lifestyle, and preneed. The client's offerings include insurance policies and warranties for appliances, electronics, vehicles, homes, and preneed funeral insurance.

Our client's mission is to help customers protect their assets and live confidently. We helped the client modernize its data landscape and move to Guidewire to help achieve its mission and support its end customers better.
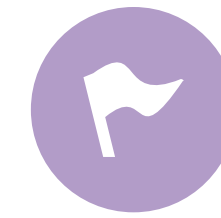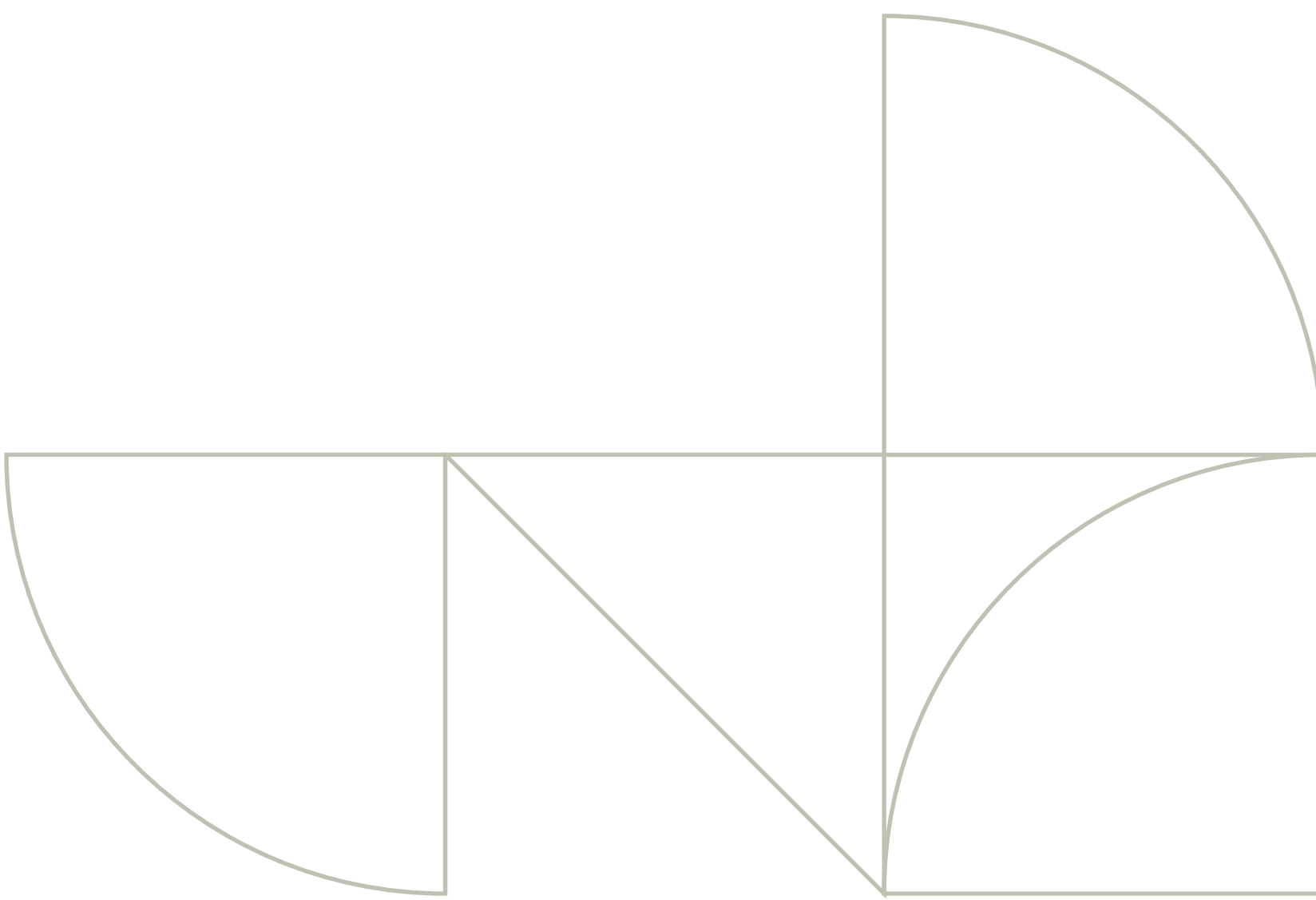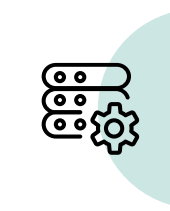
Challenges
Legacy systems hindering growth

Slow claims processing: Due to archaic data systems, claims processing times were slow, resulting in customer service delays and a longer time to market for new products.

Impediments in improving operations: Existing mainframe applications lacked advanced features and functionalities, impeding the ability to improve operations and enhance customer experiences.
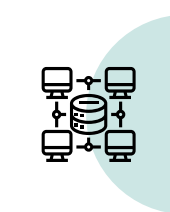
Delays in decision-making and monetization: Reporting layer was not standardized, causing data processing and analysis inefficiencies. Legacy systems could not handle real-time data processing, limiting their ability to monetize data and make informed decisions quickly.

Lack of personalization: There was a need for better access to data to create personalized offers for customers, and the lack of such data risked customer satisfaction and loyalty.

Solution
Guidewire implementation and data modernization

We worked with the client to migrate to Guidewire and modernize its data. Our solution included,

- Data strategy consulting engagement to migrate from mainframe to Guidewire, enabling better feature utilization

- Detailed impact analysis on the data warehouse, reporting, and analytics related to claims, policies, and billing centers for multi-family housing (MFH) for the Guidewire implementation

- Datasets integration from the old and new architecture until source system migration (ongoing work), ensuring a seamless and efficient transition process

- Standardization of the client's reporting layer by conducting a report rationalization

- Detailed cloud data solution using Azure cloud platform architecture, including the Delta Lake architecture and the DW layer at Azure Databricks, to ensure an efficient, secure, and scalable data management system.

Impact
Efficient and effective workforce planning

- 30 percent reduction in claims processing time

- 60 percent faster time-to-market via improved report delivery with self-service BI

- 250+ rationalized final reports

- Access to real-time data

- Better data availability

- Faster onboarding of new use cases

- Monetizing existing data

- Creating personalized offers for customers

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At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the $4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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