

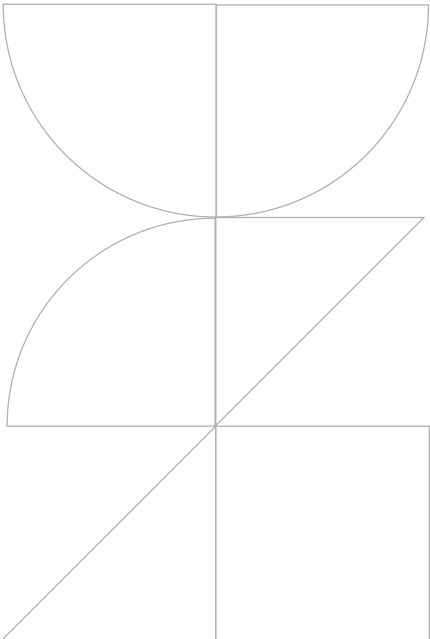
# Power Insurance Transformation with **Experience-led Engineering**



# Are you making a trade-off between organizational agility and superior customer experience?

Unprecedented growth in data and tech in recent times has opened up infinite possibilities for the insurance industry. However, integrating the burgeoning volumes of data, disparate legacy systems, analytical tools and labor-intensive processes in a regulated environment continue to be a challenge. Fragmented and siloed approaches to design, data and development undermine the true potential that digitization holds for the industry.

**Zensar’s insurance offerings are engineered to help you drive business velocity across your digitization journey. From insurance application systems implementation to development, upgrades, support, data analytics and customized solution accelerators, our offerings combine the power of contextual data intelligence with experience-led engineering, enabling transformation at scale. So, you can improve business agility, earn better returns on investment and deliver superior customer experiences.**



# Harness the true potential of insurance application systems with Zensar



## Experience-led Engineering solutions

Move past fragmented digitization strategies with our experience-led engineering capabilities framework, delivered through the Zensar Studios. We integrate insights, expertise, knowledge, and skillsets across design, development, data engineering, analytics, services and support to help you deliver hyper-personalized customer experiences and support operations at scale.



## Certified talent pool of implementation experts

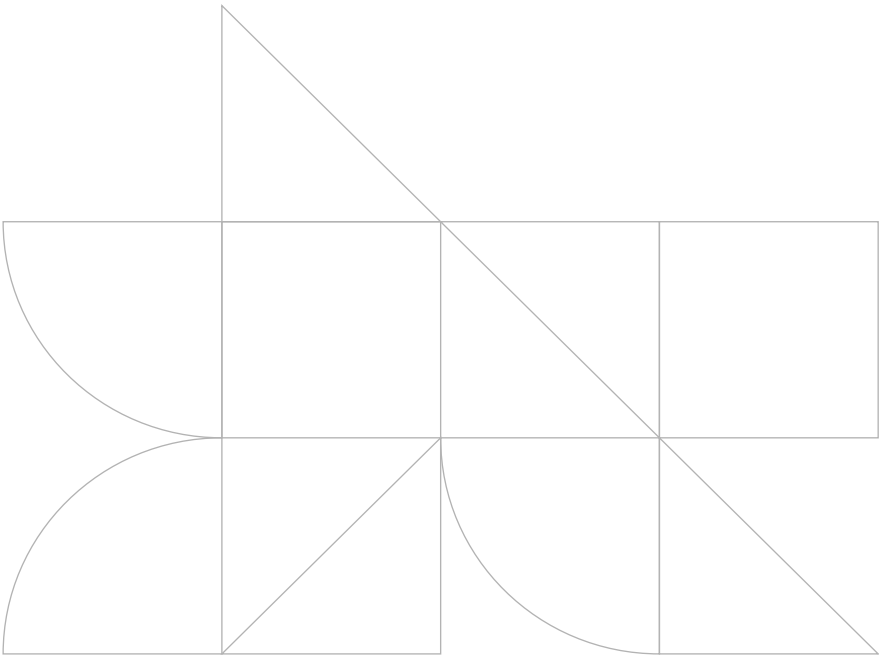
Our experienced and diverse insurance practice of 500+ associates work collaboratively with clients, partners and stakeholders to fast-track mission critical benefits. Our associates have early access to product-specific certification programs, insurance knowledge base and best practices, assets and accelerators through our dedicated insurance Center of Excellence (CoE). Our talent pool also undergo regular cross-skilling and upskilling certifications on insurance offerings and related technologies, enabling you to unlock the true potential of insurance solutions.





Powerful and global partner eco-system

We collaborate with leading technology solution and platform providers, and Fortune 500 firms to gain early access to their products and services. Our network of partners including InsureTechs and FinTechs enable us to pass on the advantages of cross-industry linkages to our clients. Whatever the complexity of your projects, improve time-to-market, optimize efficiencies and enjoy the benefits of scale by leveraging our integrated ecosystem to your advantage.



## Zensar accelerators for Insurance



### Ensure zero disruption to business continuity with InsureArk

Zensar's homegrown modular and scalable omni-channel, multi-modal experience accelerator helps digitize manual processes extensively across the insurance value chain. The technology agnostic, digital-twin application with cognitive automation enhances operational resilience by integrating multiple platforms and CRMs, facilitating automation at scale. Built on APIs and microservices architecture, it can be seamlessly integrated with existing enterprise platforms and modern contact centers.

#### Business benefits

- Straight through processing of 50% of all claims
- Savings in claim service cost
- Reduction in claim cycle time by 90%
- Improvement in adjustor throughput by up to 60%



### Drive revenue growth and limit customer churn with OptimiZen

Drive integrated, single-pane view decision making by aggregating data from across internal platforms and external sources with Zensar's OptimiZen, a real-time decision support engine for P&C carriers. Powered by AI, the solution provides real-time insights and next-best decision alternatives on various business parameters that aid weigh-offs between risk and returns on revenue. OptimiZen helps you analyze the different factors impacting risk probability, empowering you with the insights you need to take remedial action.

#### Business benefits

- Quantification of customer churn
- Risk assessment for premiums, commissions etc.



### Accelerate insurance Cloud migration with Zensar's Cloud Engineering

This turn-key SaaS solution addresses all Cloud adoption requirements of insurance firms, including Cloud Managed Services and Cloud Automation, and comes fully loaded with a library of preconfigured products. Embrace Zensar's Cloud engineering capabilities to accelerate your insurance Cloud migration journey, avoid structural delays due to the unavailability of key resources, and simplify your decision-making process. Whatever your Cloud platform, operating environment and downstream technology stacks, Zensar's Cloud engineering capabilities will help you leverage the benefits out of Cloud and scale at speed.

#### Business benefits

- Enhanced speed to market and velocity
- Lower total cost of ownership (TCO)
- Ability to leverage Cloud based InsureTech solutions and services
- 24/7 uptime and geographic diversification
- Higher operational SLA and shift in ownership



### Access your technical estate through InsurTech accelerators

The Zensar InsurTech partner ecosystem offers you configurable, low code, plug and play accelerators that enable the integration of your core P&C platform with best of breed InsurTech solutions such as FRISS, True Motion, Claimatics, Donan, Invoice Cloud, One Inc and Verisk pre-integrated, using extensible frameworks. Leverage our simplified InsurTech operating model to deliver highly customized third-party solutions at scale.

#### Business benefits

- Lower implementation cost
- Enhanced speed to market
- Lower cost-per-policy
- Design thinking led approach enabling easy visualization



# Why is Zensar a partner of choice for P&C Insurance carriers?



Recognized as a Trusted PartnerConnect Consulting Advantage Partner



Awarded the best DevConnect Partner recognition for strong development and integration capabilities



Positioned as 'Major Contender' in Guidewire Services "PEAK Matrix Assessment 2020 – Setting the Stage for Core on Cloud" by the Everest Group



Recipient of two new Guidewire specializations – Billing Center – Americas and Digital – Americas



Certified Guidewire resource training partner



Experienced in supporting the complete suite of services for P&C insurers



15+ years of experience leading digital transformation for the insurance sector



# zensar

An  **RPG** Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 130 leading companies. Our solutions leverage industry-leading platforms to help our clients be competitive, agile, and disruptive while moving with velocity through change and opportunity.

With headquarters in Pune, India, our 10,000+ associates work across 33 locations, including San Jose, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

For more information please contact: [velocity@zensar.com](mailto:velocity@zensar.com) | [www.zensar.com](http://www.zensar.com)

