



Enhancing the customer engagement experience in the insurance sector

A closer look at the ways to deliver consistent and engaging experience to customers and intermediaries

Executive Summary

Customer engagement is one of the insurance industry's critical challenges, even though non-life premiums grew by 15 percent. The challenge can be traced back to how the industry developed. Earlier, we had insurance agents accessing customer risk profiles and recommending insurance products. This process could take hours, sometimes even days. The process remained the same for claims. It could be weeks before your insurance claim was approved and a few more before you got your cheque.

Today's customers need real-time information for on-boarding, purchase, claims settlement and payouts. As Digital InsureTechs disrupt the industry, customers have more choices than ever and genuinely want what is best for them.



Engage the customer where, how, and when they want or become irrelevant.

This trend has resulted in multiple transformational waves in the insurance industry, improving customer engagement beyond traditional channels. The change began with digital channels, including the web, mobile, and social media. It has eventually led to intelligent self-service channels by developing digital supply chains using partners and third parties.

However, challenges in improving customer experience through effective engagement remain. The insurance industry has been repeatedly caught underprepared ¹.

With almost 90 percent of teams working remotely ², the traditional insurance sales and onboarding processes have become irrelevant. The earlier “digitized” insurance workflows have become slow, cumbersome, and incredibly restrictive. The solution is digitalization or the digital transformation of customer engagement.

This white paper looks to simplify some avenues for digital transformation and attempts to identify solutions that will help the insurance industry improve customer engagement in ways they want and like it to be.

Insurance and digital transformation

Property and casualty insurance that forms 51 percent of all insurance products ³ took a big hit with the \$6.8 billion losses incurred due to COVID-19 ⁴, dragging the S&P 500 down with it. With operating margins reducing due to payouts, the emphasis is on improving the customer journey through the sales cycle. Unfortunately, the sales processes that engaged customers well until the pandemic hit have hindered insurers.

The entire insurance industry needs to rethink how to engage customers ⁵.

Some other factors that contributed to the challenges faced by the insurance industry include:

- Lack of personal touch in the customer journey — cross-device and cross-platform
- Demand for real-time information about policies, anywhere-anytime access to claims, and personalization of products
- Lack of truly omnichannel customer engagement by bringing together web, mobile, social, bot, outdoor platforms, and stores
- The inability to provide agents and third-party enablers direct access to core systems of insurance providers



The evolution of omnichannel

Traditionally, the insurance product lifecycle was a five-stage process including presales, verification, underwriting, policy generation, and claims. Each of these processes was hands-on, and digitization gave significant improvements. Today, one can purchase any insurance in minutes, setting a new standard.

But it's not just about the purchase. Engaging customers, helping them make informed choices, offering the right product, and using technology to simplify value delivery is the objective of every digital transformation. It's how insurers can build loyalty and increase market share.

Covering the bases



Presales

Today, the insurance marketplace is a battlefield. Different insurers engage customers with lower premiums, faster onboarding processes, improved coverage, reduced claim processing times, and 24x7 support.

Zensar recommends a cloud-native platform, that enables a true Omnichannel engagement for customers, intermediaries, policy administrators and third-party service providers.



Verification of customer details

Even with a digitized ecosystem, verifying customer information is still manual, involving different teams and third-party information sources, making them prone to delays.



Underwriting

Human-intensive underwriting is still a significant challenge in the digital age, done by hand earlier and subsequently by low-level applications and spreadsheets.

At Zensar, we see information including credit ratings, other insurance products subscribed, and assets owned, feeding into an automated digital risk profile that can be stored readily and immediately.



Policy generation

Insurers continue to face challenges in allowing customers to access their profiles in addition to the policy document generated, despite digitizing the policy generation process.

While commercial off-the-shelf (COTS) applications allow for functions such as policy administration and customer relationship management, we believe the end-to-end digital transformation of the customer engagement cycle is still a challenge.



Claims

Customer engagement only intensifies once the policy is purchased. From processing claims efficiently to faster approvals to timely payouts, every stage is an opportunity for insurers to improve customer satisfaction and build brand loyalty.

As disruptors in the market process claims in as little as three seconds ⁶, we see artificial intelligence (AI) and machine learning (ML) become the cornerstones of insurance claims processing in the coming years.

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1. <https://www2.deloitte.com/us/en/insights/industry/financial-services/financial-services-industry-outlooks/insurance-industry-outlook.html>
 2. <https://home.kpmg/xx/en/home/insights/2020/04/covid-19-insurance-operations-challenges.html>
 3. <https://www.iii.org/fact-statistic/facts-statistics-industry-overview>
 4. <https://www2.deloitte.com/us/en/insights/industry/financial-services/financial-services-industry-outlooks/insurance-industry-outlook.html/#endnote-sup-1>
 5. <https://home.kpmg/xx/en/home/insights/2020/07/new-reality-for-insurance.html>
 6. <https://www.economist.com/finance-and-economics/2017/03/09/a-new-york-startup-shakes-up-the-insurance-business>



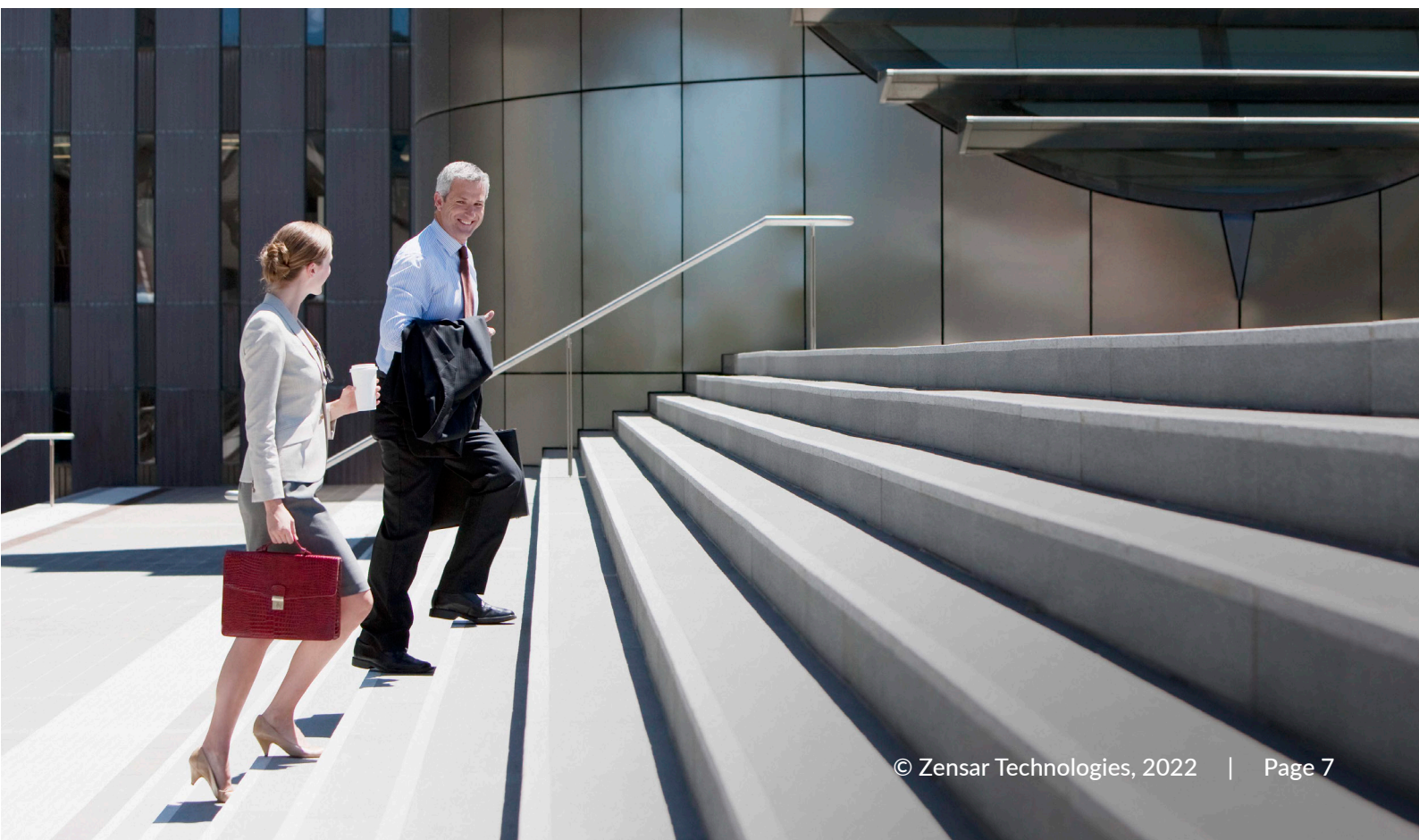
The classic business case

Let's consider one of your customers who has purchased a new property. You know it because you notice the changes in behavior. You also know the customer's preferences, risk profile, and all the information you need to give a solution best-suited for their property. In addition, you have the know your customer (KYC) information already stored

and dynamically verified. Imagine how your customer would feel about a one-click coverage for their property with a personalized product tailored to their preferences. They will undoubtedly love the convenience.

This is the business case for optimization and a projection of how it feels when in action.

6. <https://www.economist.com/finance-and-economics/2017/03/09/a-new-york-startup-shakes-up-the-insurance-business>



How Zensar delivers solutions with the right technology

The omnichannel problem requires an omnichannel solution. Insurers need a solution that allows different channels, enablement platforms, marketing communications, and social media to communicate with each other and with the core insurance module.

Zensar has designed solutions with an omnichannel perspective. Inspired by e-commerce, we have implemented a flexible and agile product catalog that allows bundling coverage into product backlog in near-real-time.



Demystifying the documentation debacle

The Zensar Digital Onboarding Accelerator (DOA) eliminates wet signatures, uses digital identities and signatures, document scanning, and parsing engines to extract information from scanned documents, and validates information from such scanning. With prebuilt components, integrations, and use cases, we can easily integrate it with the different data interfaces such as web applications, forms, agents, and enabler interfaces. We built the solution on the Adobe Experience Cloud as it offers industry-leading platforms, making it a plug-and-play solution. We find that it's a practical foundation for your digital ecosystem.

Freedom of forms and flows

We have used adaptive forms as the preferred tool for the front-end, allowing for reuse of form fragments, efficient navigation, and higher security. In addition, we also use adaptive forms to trigger workflows upon submission, paving the path for automation in application and claims processing.

Reducing risk; not just managing

Artificial intelligence enables complex analyses across quickly evolving data sources. We use it regularly to make risk assessments and profiling. Since profiling reveals updates, we also use its output to shift toward dynamic and ongoing review systems, avoiding the need for periodic KYC reviews and validation. Our solution offers cost and time savings and an improved experience at every customer engagement touchpoint. Our premise for making AI the foundation of our solution is that if the system knows the customer well, it won't make them wait to settle their claims



The digital fabric

Process and product optimization require optimization at the technology and infrastructure levels as a prerequisite. From adopting biometric and facial recognition as tools and enablers for faster processing and authentication to using e-signature tools like Adobe Sign, we employ access technologies as the first step to improving customer engagement.

Next, we focus on the platform. Going cloud-native is the first step. Once data is on the cloud, we can optimize your entire set of workflows. Our solutions are designed to enable workflow automation, optimization, and digitalization, facilitating smoother and consistent customer journeys.

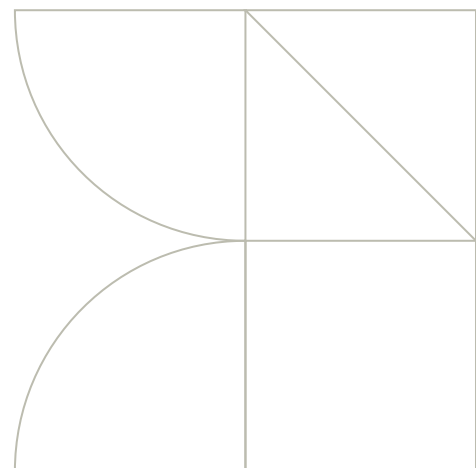
Optimizing product and processes

Our solution architects always question why in the age of the single-sign-on (SSO), customers should be put through multiple KYC processes for related products? When we know data is available on the cloud, integrated with authoritative sources of creditworthiness ratings and databases, and can authenticate the identities, we automate the entire KYC process with a simple approval from the customer.

This facilitates cross and upselling opportunities by allowing customers near-instant onboarding.

Addressing issues with innovation

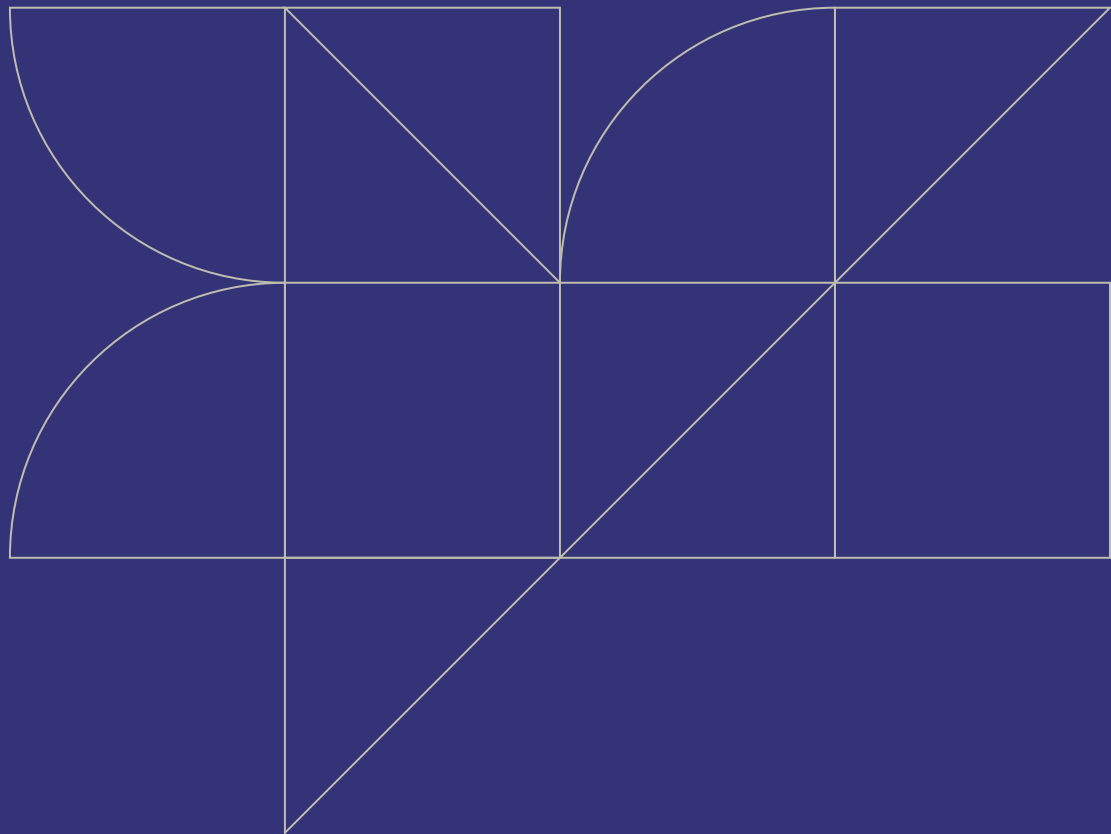
At Zensar, we have deep domain knowledge of the insurance vertical and technological expertise to understand what each technology can achieve. Combined with our experience in designing, developing, and delivering innovative solutions for the insurance industry, we have developed solutions to address the core challenge of customer engagement. Using new and emerging technologies, we have consistently helped our customers redefine their operations and reimagine their business models to keep pace with and try to lead the marketplace through differentiation and distinction. This white paper highlights one facet of our efforts to identify business cases using technologies such as Adobe Document Cloud. We are always looking for ways to help our customers improve the most critical facet in their business operations — customer engagement.



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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.

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