

Cloud-driven Transformation Secures Growth and Profitability for Insurer

Case Study



Overview

Transforming IT operations

An American automobile insurance-tech firm, specializing in driving safety analytics with smartphones and onboard diagnostic devices (OBD2), made a fundamental change to how fleet insurance is priced.

The company became the world's first automobile insurer that reprices rates every month, based on how safely people drive, to ensure businesses automatically get fairer premiums. The option of retroactive premium calculation is open to applications from all brokers across the United States.

Zensar's brief:

- Set up customized cloud-native infrastructure to aid scalability and high availability.
- Enable a single source of truth, for underwriters, to view policy, quote, invoices, and submissions data.
- Automate the policy administration system (PAS) data upload to feed in batches to improve overall operational efficiency and data quality.

- Enable automated data feed and policy document creation, saving time and reducing the risk of errors.

Beyond the brief:

Guided by our commitment to “experience-led everything,” we ensured that our focus was not just on technology, but more importantly, on the people who use it. We mindfully considered how the solution would impact business users including claims and BRM executives, operational heads, customer service teams, and sales and marketing teams.

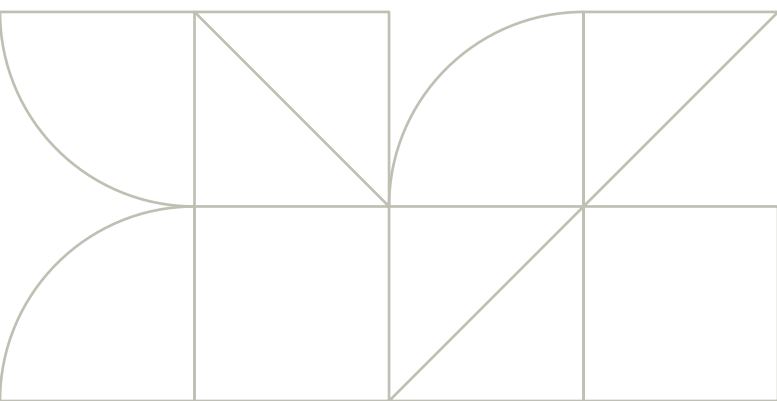


Challenges

Hurdles to operational efficiency

The company's IT ecosystem had several issues that hindered operational efficiency:

- **Siloed data in multiple systems:** This made it challenging to gain a comprehensive view of business operations, impeded effective decision-making, and increased the complexity of data management.
- **Manual policy administration:** The manual processes led to scattered policies, multiple versions, poor communication, limited collaboration, and unsecure systems.
- **Quoting and telematics feed creation:** This was the cause of incorrect pricing or service descriptions.
- **Sequential data upload to the PAS:** This led to issues such as data being incorrectly loaded into multiple periods.
- **Third-party infrastructure:** This was often the reason for operational disruptions, compliance risks, and cybersecurity vulnerabilities.
- **Lack of single source of truth for underwriters:** This led to data inconsistencies, inefficient processes, and difficulty in reconciling and validating data.
- **No access to PAS systems:** This created difficulties for the customer engagement team in managing the first notices of loss (FNOLs).





Solution

Synergizing insurance operations

As our client's technology partner, we collaborated with the client's team at every step of the way across different phases of the solution deployment:

Setting up the data and application infrastructure: Leveraging a cloud-native architecture, we set up the entire data and application infrastructure on AWS, covering the complete application landscape:

- Salesforce as the CRM suite
- JIRA as workflow manager
- Sage Intacct as General Ledger
- Rippling as the HR system
- Socotra as PAS

We connected everything through a custom JAVA microservices-based orchestration layer called Digital Backbone. This included a single-pane-of-glass custom interface for quote orchestration and policy servicing called Underwriter Workstation.

The entire spectrum of business operations was covered by the microservices: policy administration, member management, claims management, HR management, financial management, sales management, communication management, implementation of business rules, and authentication authorization. The communication between the microservices was managed using webhook.

Enhancing reporting and analytics: In this phase of the solution implementation, these were the key aspects we focused on:

- **Loss control reports (LCRs):** We automated the LCR report generation process, using Power BI. Here, the user needs to select the customer for whom the report needs to be generated. On selection, the customer data is displayed in the report, which the user can download in the PDF format.
- **KPI dashboard:** We enhanced the KPI dashboard to display more than analytics of trip data. Various models were leveraged to show real-time diagnostic and predictive information. Our goal was to enable the user to get answers to questions such as "why did an event happen?" and "what is likely to happen in the future?"
- **Submission dashboard:** We implemented the submission dashboard creation process. Here, on selecting a particular account, a QBR report is generated in Power BI. This report can be downloaded in the PPT format, if required.

Creating the digital layer to optimize interaction between systems: Here, we leveraged Zensar's InsureArk, a flexible, headless, cloud-native IT platform. It helped integrate CRM, invoicing, general ledger, document, marketing, and rater systems seamlessly. We also integrated Socotra PAS with third-party software and platforms, using RESTful APIs through Digital Backbone, the microservices-based orchestration layer.

Solution enablers

- **AWS API Gateway** was used to create, publish, and manage secure APIs at scale, enabling seamless integration between various services and applications.
- **AWS Batch** was used to efficiently run batch computing jobs at any scale, optimizing resource usage and reducing operational overhead.
- **AWS CloudFront** was used to deliver content quickly and securely to users worldwide with low latency and high transfer speeds.
- **AWS Identity and Access Management** was used to securely manage and control access to AWS resources, ensuring only authorized users have the necessary permissions.
- **AWS Load Balancer** was used to efficiently distribute incoming application traffic across multiple servers, ensuring high availability and reliability of applications.
- **AWS MQ** was used to easily set up and operate message brokers, facilitating seamless communication between distributed applications.
- **AWS Security Token Service** was used to grant secure, temporary access to AWS resources, enhancing security and flexibility.
- **AWS Virtual Private Cloud** was used to securely isolate and control cloud resources within a virtual network, ensuring enhanced security and network management.



Impact

Remarkable time savings with automation

According to internal benchmarks, these results were delivered:

- 95 percent automation of quote and policy creation
- 100 percent automation of document and invoice generation
- 99 percent reduction in risk of false results and errors
- 95 percent reduction in turnaround for quote generation — from 24 hours to 10 minutes

Business outcomes: These results collectively contributed to more efficient, reliable, and customer-centric insurance operations, driving business growth and profitability.

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