zensar

Insurance
Imperatives

Customer Engagement

Engagement customers virtually via video, events, social media etc. to increase brand engagement and trust. Ability to understand customer and provide most relevant contents & experience on channel of choice

Operational Efficiency

Finding ways to optimize operational costs and drive efficiency without compromising on service will be the key driver to fund new digital initiatives. Digital on-boarding, signature, claims filing leads the way

Intelligent Marketing

Leveraging AI & Bots to drive campaigns and experiences to engage with users & customers. Realtime journey measure to assess customer struggle and provide proactive non-intrusive intervention to drive conversions

Intermediary Enablement

Enable intermediaries to become essential part of digital initiative by empowering them with tools such as single view of their customers, digital on-boarding, renewals, claims filing and personalized marketing

Services

Strategy & Design

Award winning & Industry standard research, customer journey mapping, design, digital assets creation & production

Personalized Marketing

AI & Bot driven campaign orchestration, customer & marketing analytics, Personalization and real-time journey measurement

Omnichannel Delivery

Proven & successful platform driven approach to Omnichannel experience delivery driving reuse

Customer Service

Focused on conversational or social channel integrated self-service during on-boarding, policy servicing, consent management

Intermediary Enablement

Intermediary/agents on-boarding & management, digitally enable intermediaries to engage with customers to drive on-boarding and renewals

Claims Transformation

Solution driven approach to drive seamless claims applications & adjudication, omnichannel capabilities throughout the claims processing

Digital QA

Our framework driven functional & non-functional QA services to deliver code quality & coverage consistently

Digital Operations

Proactive management of digital applications, migrations, upgrade and technology adoption
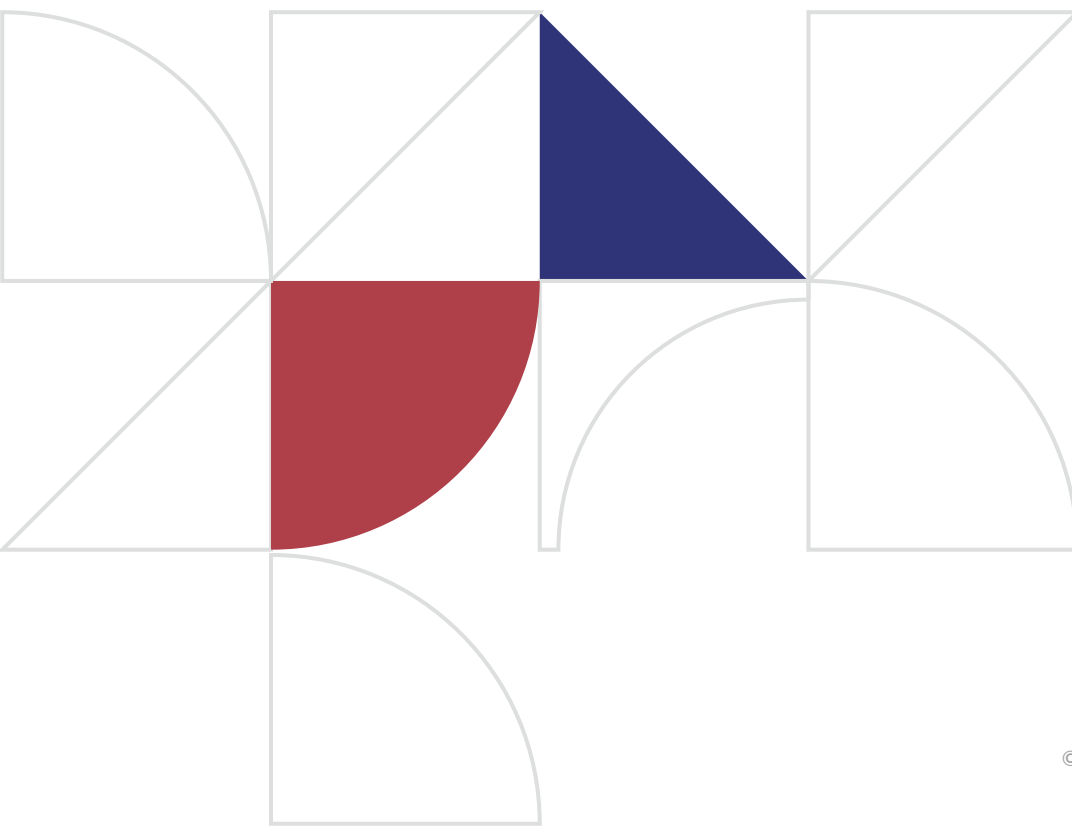
Key Experiences

Your story and our language. Making Customer presence stronger everywhere!

1 **South Africa's Largest Financial Services Company**

Driving the growth with Digital Inclusion of ecosystem

We built an Enterprise Digital Architecture that covers building a digital ecosystem for customers, intermediaries, agents and employees across 12 countries of operations

A multi-stage agile program that focused on digital inclusion of customers, intermediaries, agents & employees to deliver on digital on-boarding and service for the customers across products and services irrespective of the country they reside and operate in

A truly Omnichannel delivery with focus on Web, Mobile, Social, USSD, SMS channels providing options to customers

A Multi-country solution to drive incremental value

- The program started with evaluation of existing IT landscape, understanding of future state objectives and customer journeys
- A cloud native architecture that focuses on building a decoupled and API driven ecosystem of applications that can be extended to various countries by honoring specific requirements of the countries
- Common reusable front-end solution ensuring consistent brand experience & design language across the geographies and channels also covering dual brand coverage where needed
- A robust CICD pipeline enabling multiple countries to plan and deliver features simultaneously
- Digital cultured full-stack agile teams delivering across program streams helping continues incremental delivery of features across geographies, products, segments and stakeholders
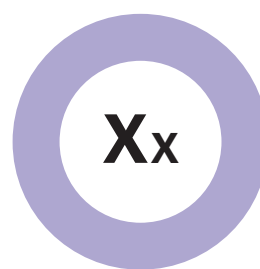
Business Impact

6x
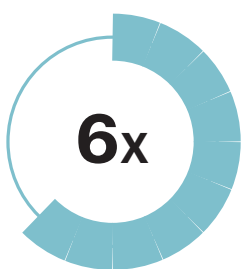
Improvement in
on-boarding

30%
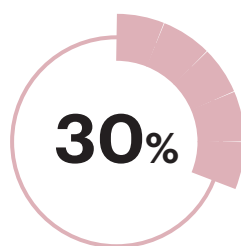
Faster
Go-to-market

Xx

Improvement in
customer engagement

2

Leading Vehicle Insurance Provider in the UK

A Personalized service that is available round the clock

In a relationship spanning 3+ years we have worked with the client to enable a personalized experience for their customers irrespective of where they are!

A truly on-the-go breakdown service experience for the customers helped them in getting value for the service ultimately improving customer stickiness

Consistent branding across lines of businesses helped in seamless experience along with cross sell and up sell.

Automation of services generating substantial self-service capabilities for the customer

A Digital solution to drive incremental value across lines of businesses

- An Agile Digital program that started initially with an objective to provide self-service to customers and reduce operational expenses
- A full-service digital solution bringing various services under a single umbrella providing seamless service to customers and enabled a reusable solution
- Leveraging of automation to drive operational tasks thereby improving process efficiency as well as operational costs
- Intelligent and conversational Self-service capabilities to the customers reduced calls going to call centre
- Fully automated build and deployment process with CICD implementation enabling incremental deliveries to the business teams
- Personalization implementation based on customer profile, preferences and segment driving increase in online footprint
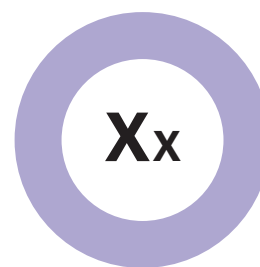
Business Impact

60%
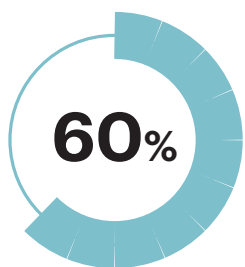
Improvement in online revenue

4x
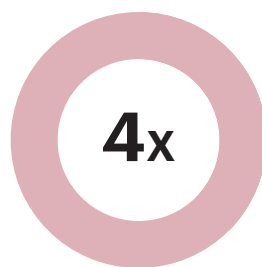
Increase in customer base

Xx

Improvement in customer engagement

3 Global Provider of Risk Management Products and Services
A Transparent and efficient claims management solution

Being the strategic IT services partner with the client for last 10+ years we have proactively produced a claims management solution that is customer focused and takes away all the inefficiencies in the existing claims management process leveraging digital technologies

The objective was to have a self-service, efficient and transparent solution that assures customer of their claims processing efficiency and gives them control of the same

A one stop solution both for client and their customers

A Digital solution to enable seamless claims processing

- A full-service digital solution that automates entire claims processing workflow and journey leveraging process automation tools, AI/ML and NLP
- A conversational journey that makes the customer feel in control of their claims processing cycle
- Completely digital journey making it transparent for seamless for the customers reducing customer calls and visits to service center
- Leveraging of automation to drive operational tasks thereby improving process efficiency as well as operational costs
- Fully automated build and deployment process with CICD implementation enabling incremental deliveries to the business teams
- Personalization implementation based on customer profile, preferences and segment driving increase in online footprint
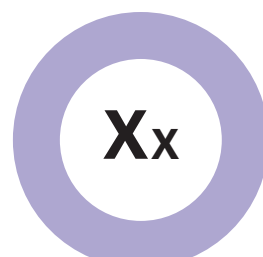
Business Impact
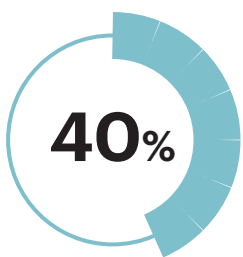
40% Reduction in service center calls
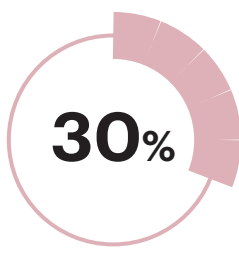
30% Efficiency in claims management cycle

Xx Improvement in customer service

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 | www.zensar.com