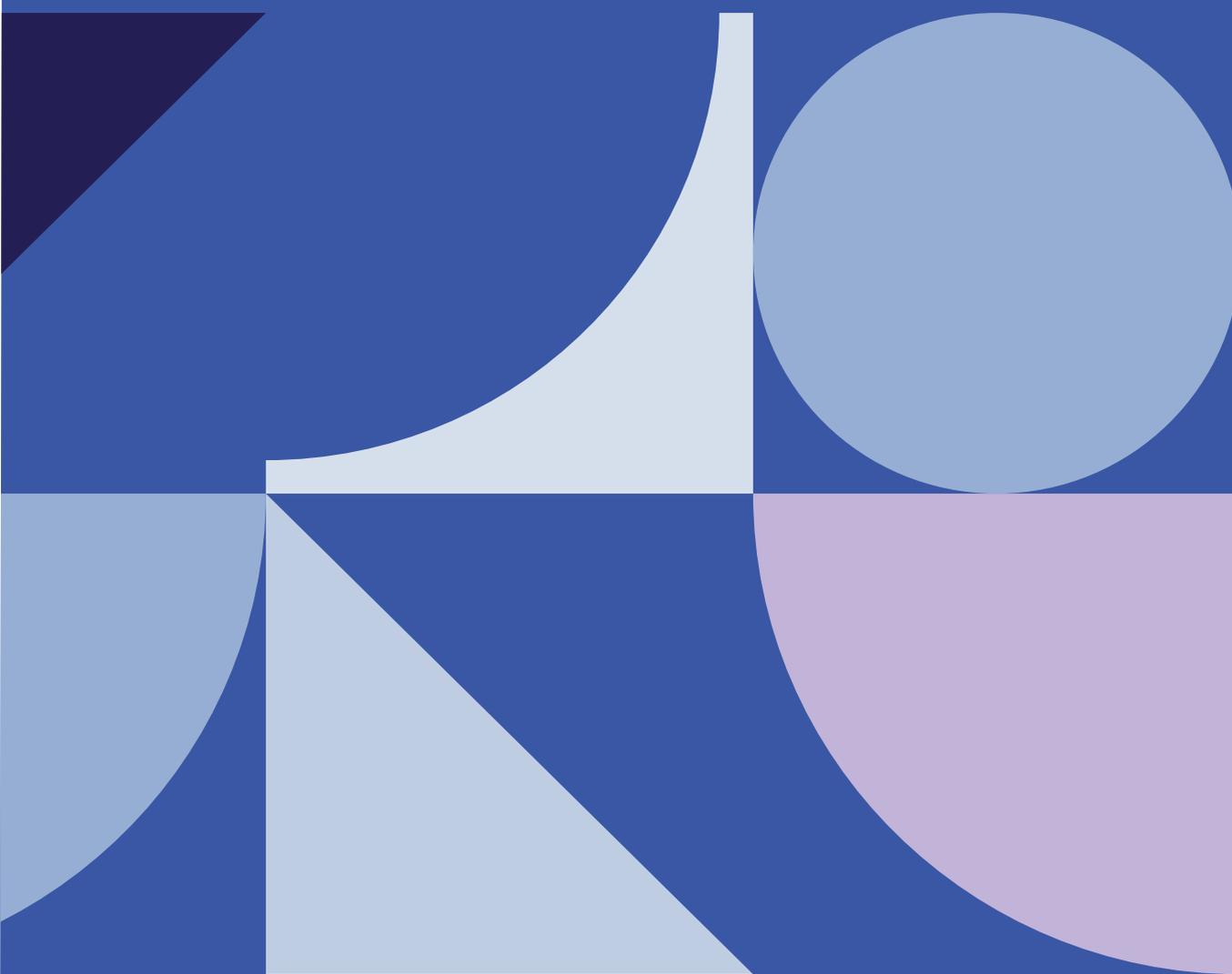


**zensar**



# Digital Insurance Accelerator

Digital Transformation of  
Insurance Value Chain

**Brochure**

Insurers are being challenged to review and update their crisis management plans and take steps to continue operations with a minimum disruption to clients. Setting new protocols for in-person interactions with claimants or requiring claims to be investigated from the office or an alternative remote location where possible. Insurers are responding to customer needs in this crisis depending greatly on their operational and technology preparedness. Several inefficiencies in technology, systems and processes will be exposed as insurers handle huge volumes of customer enquiries and claims.

Insurance organizations around the world are warming to the idea of flexible, yet virtual working models to meet the demands of a millennial workforce, in a post-pandemic world. The new workforce models need to be characterized by the following aspects:

-  Coverage applicability and health and safety advice
-  Round-the-clock availability across human and virtual channels
-  Predictive claims capabilities and automated payouts powered by data and analytics
-  Frictionless and secure claims through smart systems and processes
-  An agile, smart workforce enabled by technology
-  Data driven insights for claims management
-  New models for customer engagement



# Strategic changes will be made in the traditional Insurance lifecycle

The new normal will see..

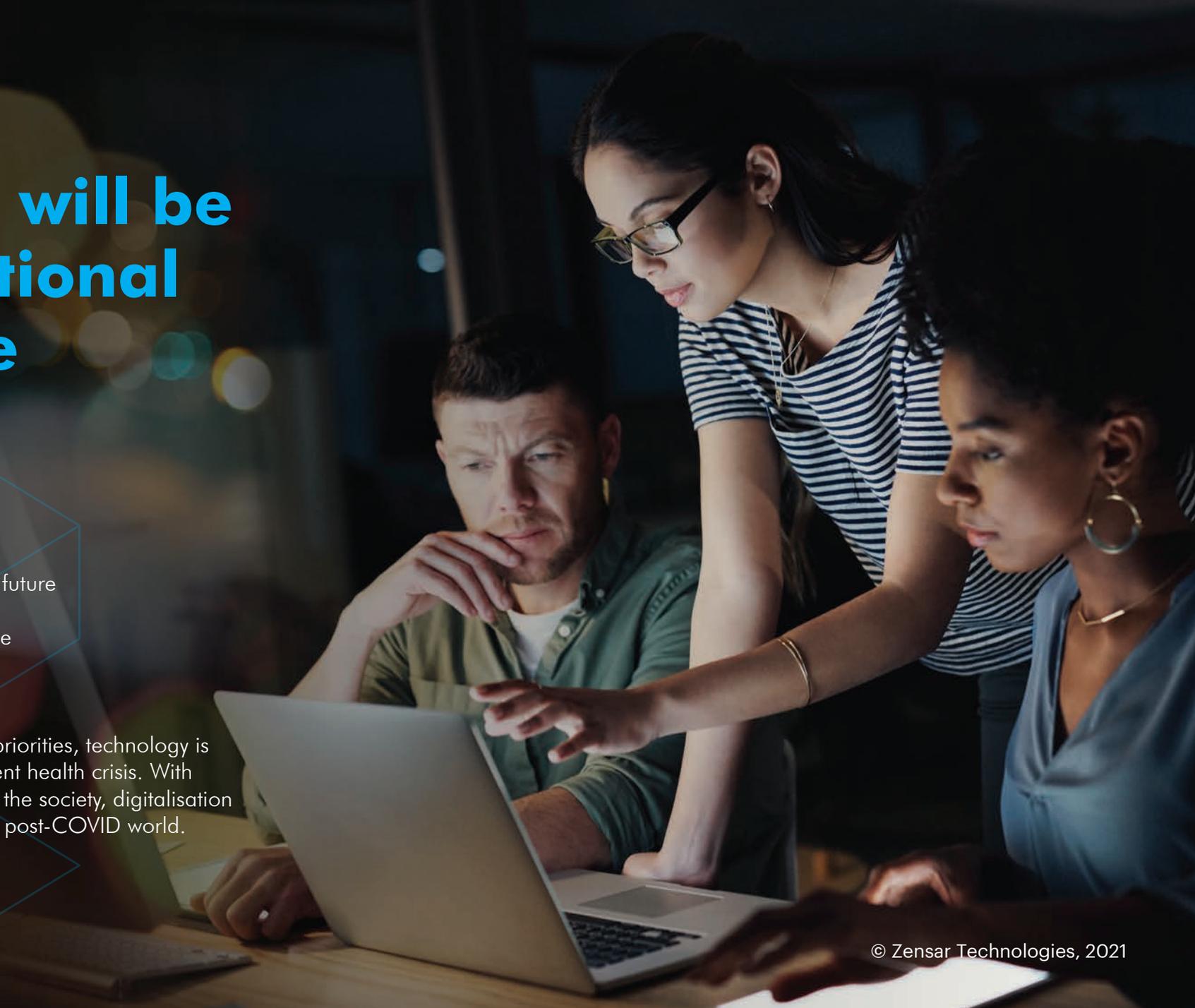
Field service agents become obsolete

Human transactions ceasing to exist

Branch based servicing discontinued

- Rethinking the sales process and enabling the agent of the future
- Focusing on the workforce
- Improving operational efficiency and competitive advantage
- Managing persistent regulatory pressures
- Setting the strategy for sustainability

As the Insurers work towards the above-mentioned strategic priorities, technology is going to be the greatest enabler of a new normal in the current health crisis. With social distancing and hygiene becoming the driving forces of the society, digitalisation of processes will go a long way in helping Insurers thrive in a post-COVID world.



# DIGITAL INSURANCE ACCELERATOR

## Zensar's package of digital solutions spanning the value chain

The Digital Insurance Accelerator, is a package of digital solutions that Zensar offers to the P&C Insurers to enable digitalization of important processes that till now were extensively manual, such as Customer onboarding, Customer servicing, Claims processing and Risk Management.

## Digitalization across Insurance life cycle



Quote Generation  
and Customer  
Onboarding



Marketing and  
Distribution



Claims  
Servicing



Underwriting  
Operations



Policy  
Servicing



Billing  
Transactions

# Digital Customer Onboarding

Customer onboarding process, in the Insurance industry, has been largely manual. Due to lack of digital technology such as online risk modelling and digital engagement has led to the inability to sell personalized offerings and recommendations to customers, thus affecting the customer experience negatively.

Our solution package for customer onboarding is based on these two important aspects:

**Risk assessment and quote generation:** Risk Modelling & assessment, Quote generation, Self-service assistance, Rule based process automation and underwriting

**Digital customer onboarding:** Portfolio risk assessment, Online document submission and authentication, Digitally enabled Policy construction and issuance, AR based property marker (Customer – Property - Policy mapping) as a check against fraudulent claims in the future, App and web interface for viewing policy details, Payment reminders and billing services, Payment gateway expansion

## The key benefits of using these solutions are:

Seamless customer onboarding



Personalised customer offerings

Customer loyalty and retention



Customer viability check

## Digital Partner Onboarding

Once a claims process is submitted, there are multiple partners who work together to complete the process – agents, claims processor, adjusters, assessors, contractors, healthcare professionals and underwriters. COVID-19 situation has especially increased the need for a digitally enabled Partner onboarding system, with social distancing policies becoming common place across countries. Lack of security and reliability in existing systems, inability to confirm potential clients' product quality and difficulty in verifying identities of partners are some of the challenges faced in a completely manual process.

Our solution package for this segment aims at integrating and augmenting the existing systems of on-premise/cloud solution, customer database, partner portal and inventory management, with next-gen digital technologies:

**Partner Relationship Management:** This package encompasses the Authority-validated decentralized identities, Key data validation on request, Blockchain recording of user validation and Capability to validate authority verification of user shared information.

### The key benefits of using these solutions are:

Lower cost to company



Ease of validating specific information

Faster onboarding



Ensure identity security

## Digital Claims Servicing Platform

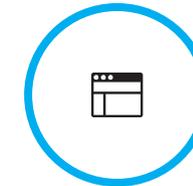
Claims servicing is the most labor-intensive and time-consuming process in the entire Insurance value chain. While few Insurers have digitally augmented the First Notice of Loss (FNOL), there is enormous scope for these Insurers to further use next-gen technologies that are available to make the entire Claims journey seamless for their customers. Digital Claims assessment, Partner onboarding and authentication are key areas that can be digitally enhanced further to minimize the long claims servicing time. Our solution package for Claims Servicing is based on the below two key aspects:

**Claims Prevention and Digital FNOL:** Pre-emptive weather notification, DIY videos for measures against catastrophe damages, Digital FNOL, AR Property marker authentication, Rule based real-time validation, Smart incident management, Self-serving bot assistance, State-engine of claim status maintained across channels

**Digital Claims Assessment:** Digital mapping of surveyor with zip code, Smart routing for surveyor scheduling, Contactless surveyor scheduling through app, Digital interface for surveyors – connected through app, Pre-emptive weather notification Digital assessment form for live visit as well remote assessment, Augmented reality-based damage assessment

### The key benefits of using these solutions are:

Digital interface for filing claims and near real-time status notification



Digital Authentication and Fraud Detection

Significantly reduced claims processing turnaround time



Customer delight through data driven insights and experience

# Digital Contact Center

Customer support is a critical area in the Insurance lifecycle that needs to be digitalized. This is especially important now because customers will require assistance in using the new digitalized processes. Also, in the wake of COVID-19, ensuring 24X7 remote customer service is of utmost importance to ensure timely resolution of customer queries.

Our solution for this segment aims at providing a completely digitalized customer service platform.

**Call Deflection using Agent AI & Automation:** Features such as FAQ based contextual chatbot, first contact issue(s) resolution, AI-driven “next best action” based on customer profile and agent augmentation through AI & Automation, help personalize the customer support, leading to greater customer experience.

**KPI based and Next-gen Sentiment Analytics:** Contact center analytics and real-time view using ZenAnalytica, ZenConvo and NLP-driven Analytics dashboard, Personalized customer engagement using sentiment analysis, Mobile, web, iPad compatible application, 100% remotely enabled and contactless

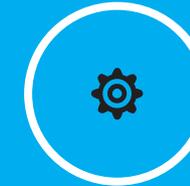
## The key benefits of using these solutions are:

100% call deflection & reduction enablement



YoY 25% reduction in calls due to self servicing

MTRR reduction by 20% in 1st year, additional 15% each in following years



85% reduction in repeatable activities due to process automation

# Key Accelerators

The above-mentioned packages offered by Zensar are further enhanced with the help of innovative solutions that have been built in-house by our expert teams. The following are the key accelerators that have been utilized in these packages:



**Vehicle-Telematics based UBI:** A solution that helps assess and score the driver behavior based on Deep Learning Architecture, to help Insurers with risk profiling of their customer and set customized premiums accordingly.



**Call Deflection Strategy using Omnichannel bot:** A solution which has ability to connect business stakeholders and channels on a single bot platform to help maintain the context of conversations with business across all the channels enabled by Technology features to deliver for customizable Business solutions



**Document management:** An end-to-end document management solution through which the policy holder can gain hassle-free access to key documents required for verification. This helps reduce the time for document verification process, which is a major bottleneck currently.



**Pre-emptive Weather Notification:** A solution which functions as a risk management tool for customers by analyzing weather forecast and highlighting anomalies in the weather condition to warn customers from impending disasters to safeguard their property



**AR property marker:** A solution that will enable first-level authentication for damaged or destroyed property. Due to geo-tagging property, the marker can be accessed using a drone as well, to investigate the damage in times when direct physical inspection is not possible.



**Partner ID:** An additional partner ID will be created along with the primary policy holder. In the unfortunate case of untimely demise of the policy holder, this provision helps the nominee or dependent retrieve information and file claim on behalf of policy holder.



Zensar is committed to stand by our customers during this unprecedented time. We are investing in making ourselves more robust, and our service offerings more relevant to you, in your time of need. We are here to listen to your challenges and present solutions that you can implement today to prepare for the future.

## Talk to our P&C Insurance experts today!

### **Dhiman Ray**

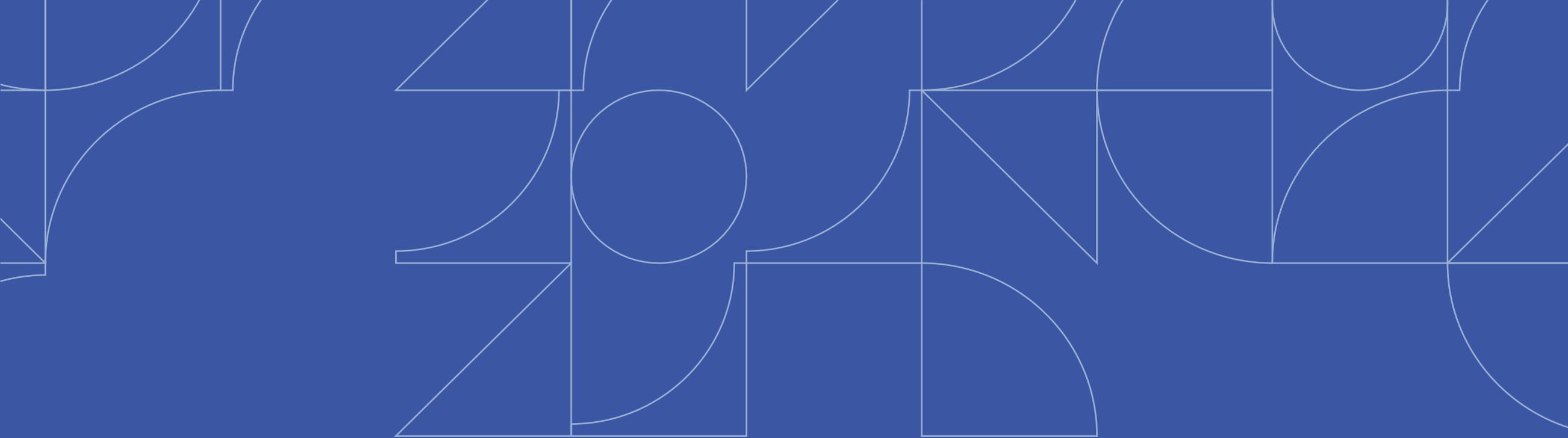
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# zensar

An  **RPG** Company

We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 200 leading companies. Our solutions leverage industry-leading platforms, and help clients be competitive, agile, and disruptive as they navigate transformational changes with velocity.

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: [marketing@zensar.com](mailto:marketing@zensar.com) | [www.zensar.com](http://www.zensar.com)