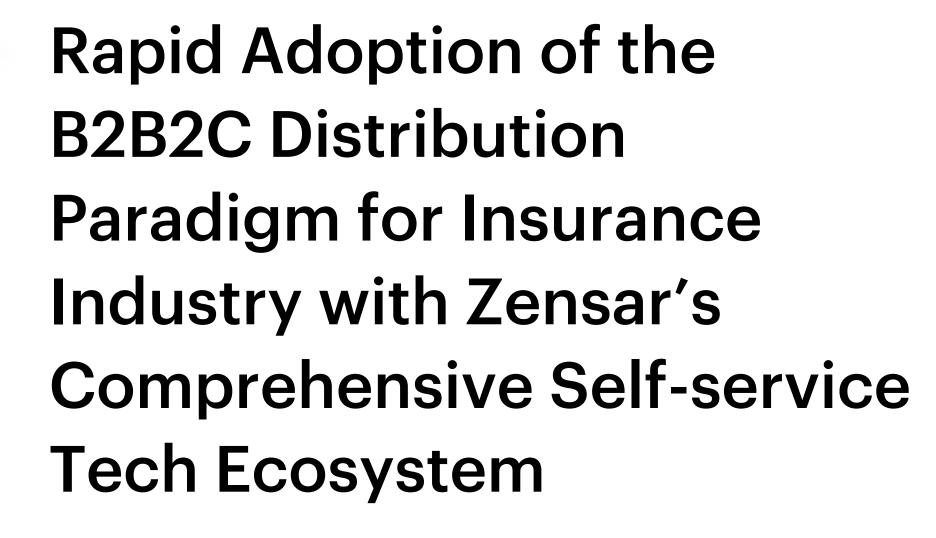
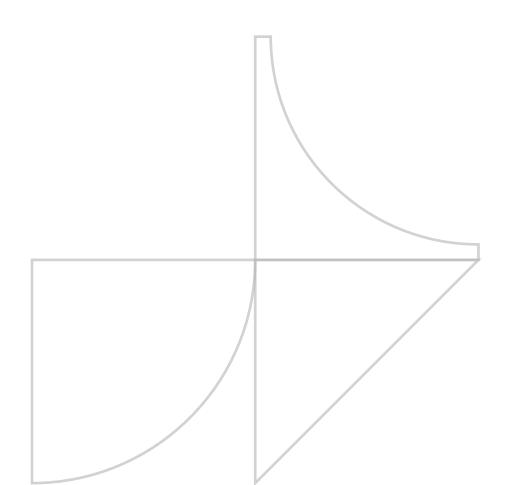
## zensar



Insurance brokers constantly seek ways to enhance customer experience, improve loyalty, and grow the customer base. Reaching customers where they are and when they need insurance is critical. Equally, expanding customer-centric services based on innovative policy distribution and management capabilities is vital to drive differentiation.

However, escalating operational costs are weighing down organizational efficiency and impeding scalability for brokers. Changing industry dynamics have intensified price-based competition and driven market expansion into new geographies and customer segments. The increasing demand for customer engagement requires brokers to reassess their business models with a focus on delivering customized value propositions.

The insurance industry is transforming from selling insurance policies to channeling comprehensive and customized plans to customers. The increasingly interconnected field presents an excellent opportunity for brokers to join the model-based ecosystem for better and broader customer engagement. This makes embedded insurance more relevant than ever as a lever to support this opportunity through the B2B2C or point of sale (POS) insurance distribution model.



## Digitized embedded insurance: Combining convenience with customer delight at the point-of-sale

# How does adopting digitized embedded insurance capabilities offer distinctive advantages to brokers?



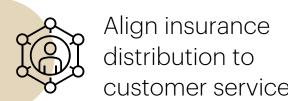
Ability to provide personalized and seamless customer experience



Reach customers at the right time, right place, and in the right context



Enable instant, hassle-free, and cost-effective insurance distribution





Facilitate rapid digitization of operations

Brokers and carriers have successfully sold insurance policies through other financial institutions like retail banks and non-insurance intermediaries such as car dealerships. However, with fast-evolving consumer lifestyle preferences, there is a growing need to offer embedded insurance services to customers at the point of sale more transparently and seamlessly. In fact, according to a report by InsurTech London, the embedded insurance market is predicted to reach \$722 billion by 2030 in gross written premiums (GWP). This is why the digitization of embedded insurance has become imperative for brokers.

### Fueling the growth of embedded insurance with Zensar's Digital Insurance Solution

Zensar's Digital Insurance Solution (DIS) is a complete ecosystem of various servicing modules, generic AUTH components, extension apps, connected apps, reusable design components, and much more that seamlessly integrates with brokers' core systems and other external systems. DIS accelerates setting up a B2B2C/embedded distribution model and innovative customer service capabilities at a scale that transforms a broker's offerings to customers, corporate clients, and insurance carriers.

#### **Digital Insurance Solution highlights**



Tailor-made platform for embedded insurance with customer self-service



Multi-lingual global



Seamless integration with the broker's core business systems



Low-latency content delivery via edge locations



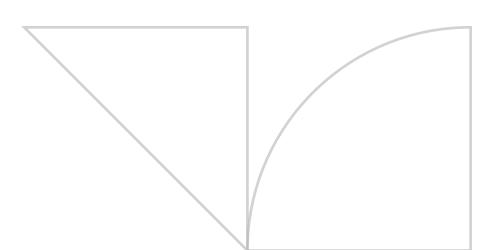
Real-time risk insights for brokers based on predictive analytics



Seamless change management



360-degree customer view and customer segmentation for personalized delivery



#### DIS components for embedded insurance

Retail/Financial/ Vehicle/Other Customer 1 Customer 2 Customer 3 Customer n consumer Embedded rate quote bind service at POS of non-insurance products and service Integrated experiences for +. :: retail, financial, and other consumers Social Chatbot Portal/Portlet Mobile **Text** Voice Reusable APT layer (Accord-based data layout) Broker - multi-clients, **DIS Core** multi-products, and multi-carriers, ACORD digital Request validation Error handler Zensar's Digital standard spec Insurance Rule Carrier selector Solution (DIS) Adapters - multi-clients, engine engine **Broker frameworks** multi-products, and single carrier utilities and libraries Straight-through platform services Carrier Carrier Real-time Complex business logic, State adapters scalable, and ultra-low latency Secured data lake low-code setup API-first Cloud native Customer **Automated** Document Pricing Orchestration experience rate quote generation NoSQL DB builder bind Reusable APT layer (Accord-based data layout) Broker Brokerage Brokerage Carrier Brokerage Carrier Carrier and carrier's System 2 System n System 1 Syatem 2 System 1 System n

#### The Zensar DIS advantage



Configurability: Provides configurable CX/UX builder to implement customer journeys rapidly for web and mobile without coding



Composability: Offers best-in-class process engine to configure business processes without IT development rapidly



Straight-through: Facilitates API-based integrations with external systems (carriers and third parties) for fully automated online rate-quote-bind



Reusability: Facilitates reuse of core DIS functions being exposed through APIs



Flexibility: Can be integrated with the insurance carriers' or brokers' existing product builder and product engine to define, render, and manage insurance products

#### Typical embedded insurance use cases for brokers



Providing auto insurance quotes to car buyers at the point of sale



Providing quotes through self-service while buying insurance for pets



Providing insurance quotes for specific products while shopping at retailers.





We conceptualize, build, and manage digital products through experience design, data engineering, and advanced analytics for over 145 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 11,500+ associates work across 30+ locations, including Milpitas, Seattle, Princeton, Cape Town, London, Singapore, and Mexico City.

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