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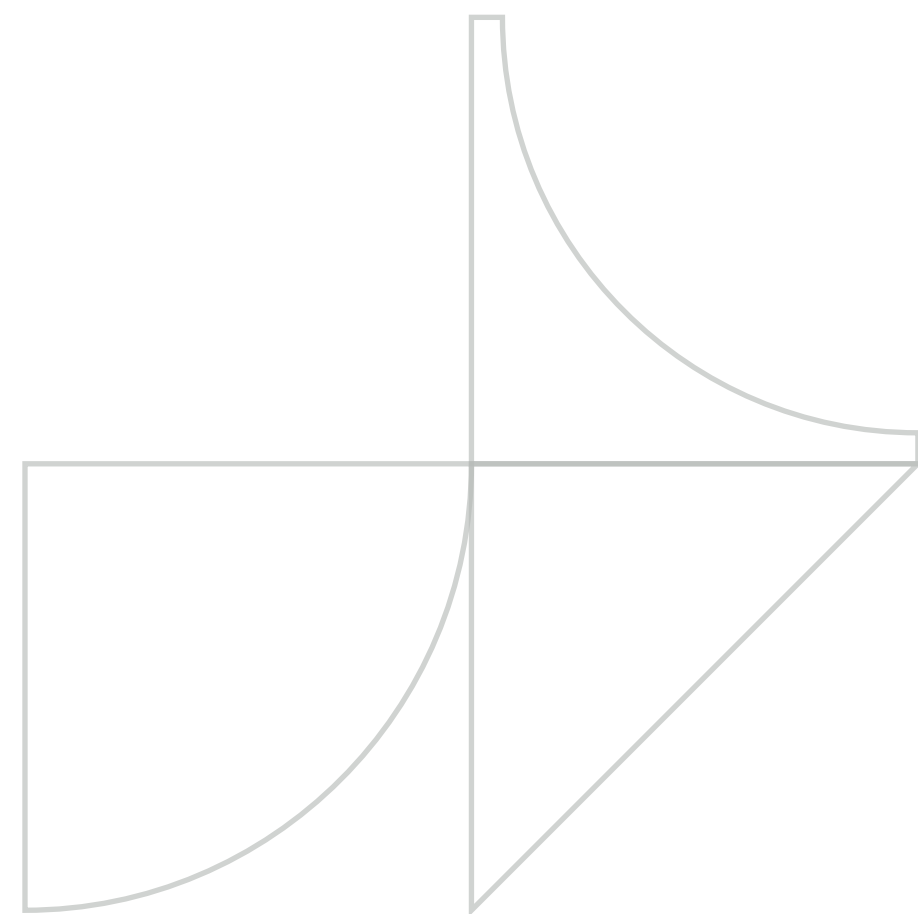
**Rapid Adoption of the
B2B2C Distribution
Paradigm for Insurance
Industry with Zensar's
Comprehensive Self-service
Tech Ecosystem**

An  **RPG** Company

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

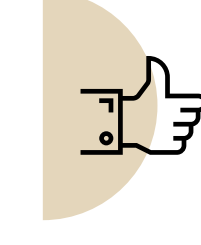
How does adopting digitized embedded insurance capabilities offer distinctive advantages to brokers?



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



Align insurance distribution to customer service



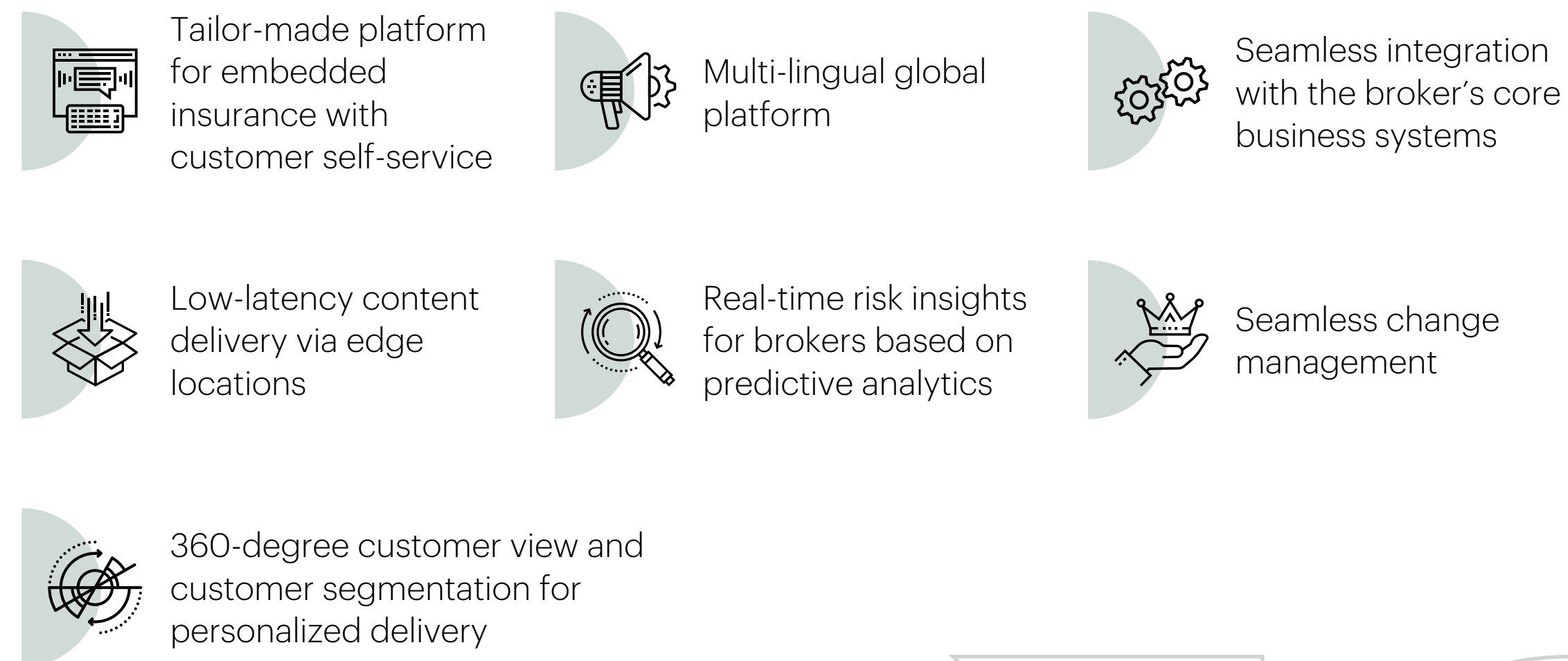
Facilitate rapid digitization of operations

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.

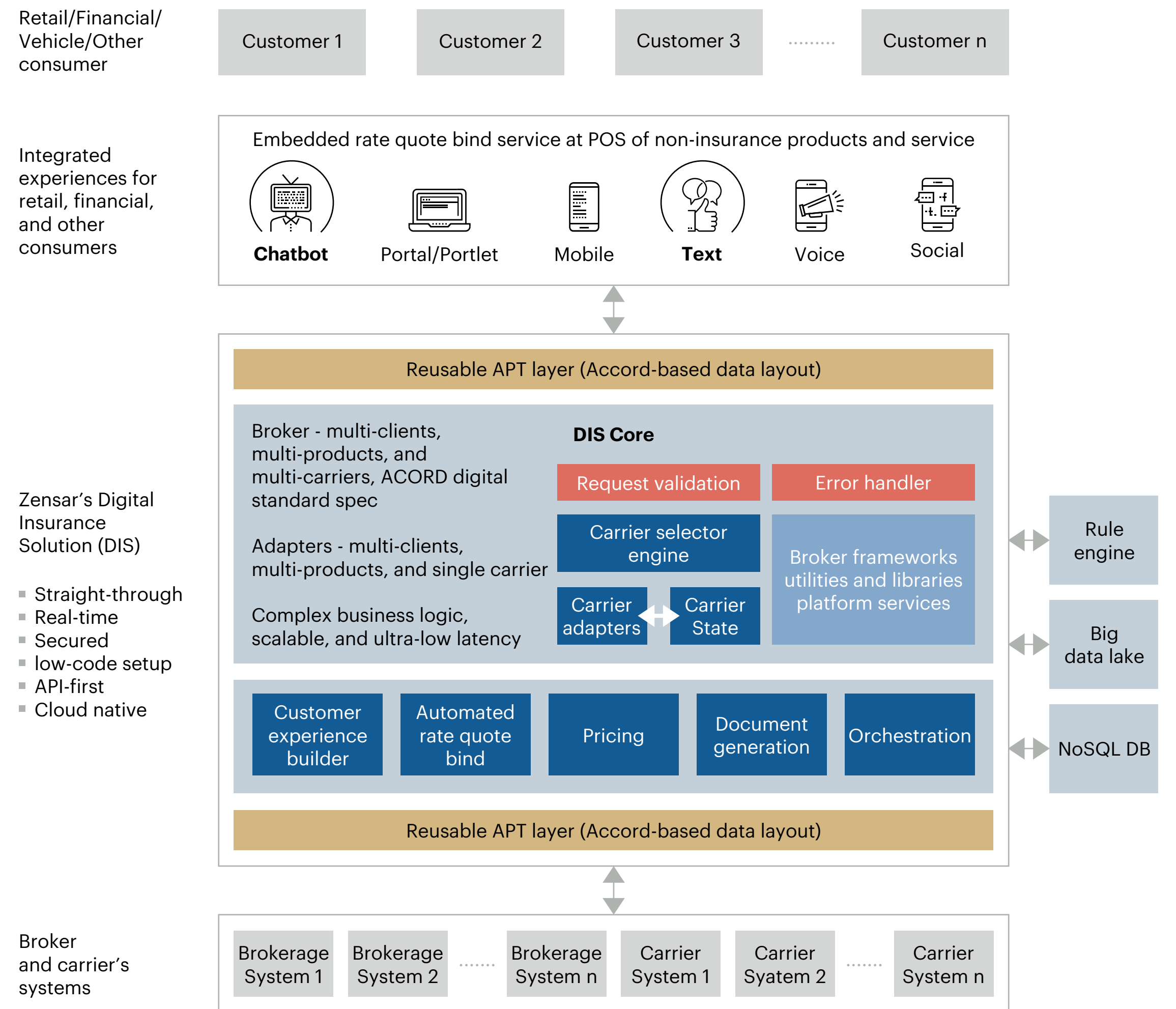
Fueling the growth of embedded insurance with Zensar's Digital Insurance Solution

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.

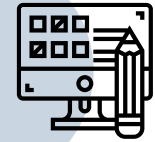
Digital Insurance Solution highlights



DIS components for embedded insurance



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.



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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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