

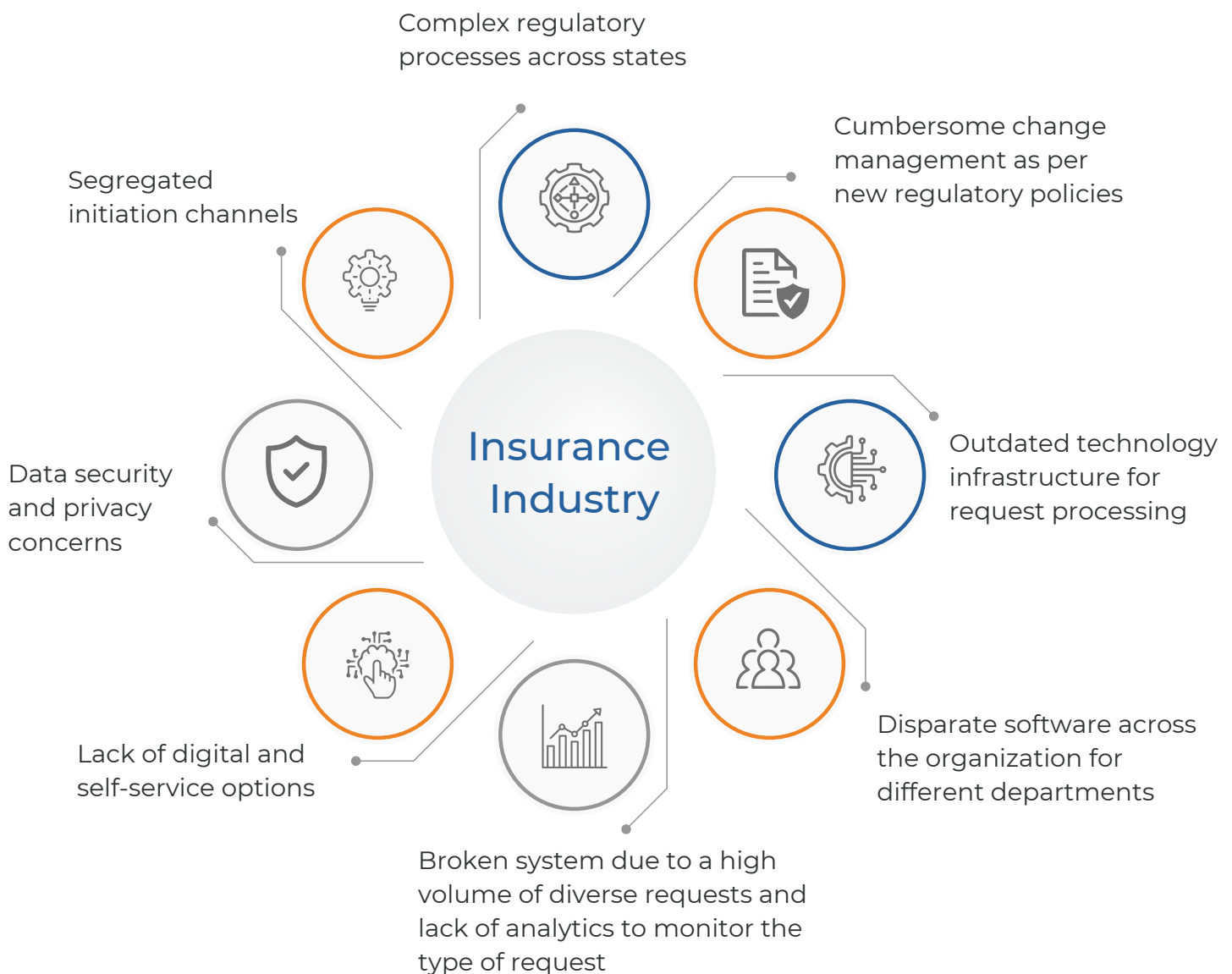


# Newgen's INSURANCE SERVICE REQUEST MANAGEMENT Solution

Service requests by insurance policyholders can be time-sensitive and addressing them promptly is crucial. However, the mammoth influx of daily requests makes it impossible to handle them flawlessly and meet the service-level agreement (SLA) requirements.

Moreover, service requests can be from customers and employees across functions with varying complexities. Existing archaic systems can delay the process of resolving service requests by days, which nowadays barely takes minutes to settle. This can impede the growth of a business, further hampering the retention of customers and employees alike.

## Key Service Request Challenges Faced by the Insurance Industry



# Transforming Insurance with Newgen's SRM Solution

Newgen's Service Request Management (SRM), built on the robust low-code platform—NewgenONE, is meticulously crafted for life and property and casualty (P&C) insurance sectors. From simplified request creation, **omnichannel initiation**, and **real-time tracking**, Newgen's SRM solution redefines request management, bringing finesse to both life and P&C insurance operations.





# Solution Highlights



## Handling Diverse Service Requests

Adaptable workflows lead to the effective processing of customer requests for policy changes, information updates, claims, as well as internal service requests

## User-friendly Interface

The user-friendly interface of Newgen's SRM solution makes it convenient to add requests and get status updates. Thus, it facilitates a satisfactory digital experience for policyholders and internal teams



## SR Configurator

Create requests for life and P&C insurance on the fly through automated configuration for requests from different touchpoints. Also, defining the turnaround time (TAT) and escalation for every user across departments facilitates the timely resolution of requests

## Data Security

The built-in security features of the SRM accelerator safeguard sensitive customer data, ensuring compliance with privacy regulations and protecting customers' interests



# Solution Highlights



## Automated Request Segregation & Assignment

The auto-classification capability offered by the solution helps in the automated segregation of various requests types (financial/non-financial) and assignment to relevant user groups

## Seamless Integration with Existing Systems

The agile SRM platform swiftly integrates with legacy systems, enabling the modernization of traditional technology infrastructure without requiring extensive overhauls. The readily available adaptors make the platform integration-friendly



## Unified Communication Hub

Backed by reliable omnichannel communication management, the platform is a unified communication hub, allowing seamless interaction across multiple channels for enhanced customer experience

## Compliance Adherence

The adaptability of the SRM solution ensures compliance with evolving regulatory requirements without dependency on manual interventions



# Solution Highlights



## AI-driven Analytics

The SRM solution supports AI-driven analytics for enhanced risk assessment and real-time fraud detection by validating the claims requests. While automatic workflow creation and suggestive solutions reduce response time and boost engagement, case summarization enables any team member to handle the request effectively

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## Self-servicing Portal

The users can raise and track insurance requests promptly through the self-service feature. The knowledge repository helps users search for relevant documents within seconds through the advanced quick-search function



# Benefits of Newgen's SRM Solution

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## **Rapid Implementation and Upgrades**

The SRM accelerator supports the implementation of SRM solutions and allows for quick adjustments, ensuring timely responses to changing regulatory and market conditions.



## **Cost-efficiency and Resource Optimization**

By reducing the reliance on extensive coding and development resources, the SRM solution contributes to a cut in operational expenses and optimized resource allocation



## **Enhanced Customer Satisfaction**

A user-friendly interface and streamlined processes lead to improved customer satisfaction, fostering loyalty and positive relationships. Omnichannel initiation through mobile, desktop, and call centers adds to the experience



## **Increased Operational Efficiency**

Automated workflows and efficient processing of service requests lead to increased operational efficiency, reducing TAT and operating costs



## **Scalability for Future Growth**

The SRM accelerator is scalable, supporting increased service requests and propelling your growth without significant infrastructure investments





## About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, communication management, and AI/ML capabilities. Globally, successful enterprises rely on Newgen's industry-recognized low-code application platform to develop and deploy complex, content-driven, and customer-engaging business applications on the cloud. From onboarding to service requests, lending to underwriting, and for many more use cases across industries, Newgen unlocks simple with speed and agility.

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