newgen

A Global Insurer
Modernizes
Multi-brand
**Communications
and Complaint
Management**
with Newgen**ONE**

About the Customer and The Project Background

The customer is a global insurer with a multi-brand distribution model. It offers motor and commercial insurance products through several reseller partners. Each brand serves a different market audience, which created the need for precise, consistent, and timely customer communication. To support this growth and improve service agility, the insurer aimed to modernize both policy generation and complaint management on a unified platform.

Business and Operational Challenges

- Managing multiple reseller brands with separate policy templates created inconsistency and extra maintenance effort

- Manual branding updates during policy generation slowed down issuance and increased operational workload

- Limited automation made it difficult to ensure accuracy and version control across all communication outputs

- Complaint intake and routing were fragmented across channels, reducing visibility and slowing case progression

- Tracking acknowledgements, timelines, and resolution stages lacked a unified system

- Audit trails were incomplete, making governance and compliance reporting more time-consuming

- Communication with customers during complaint handling lacked standardization and real-time updates

Why the Insurer Chose NewgenONE

The insurer evaluated multiple systems before selecting NewgenONE for its ability to unify multi-brand communications and complaints management on one low-code, AI-first platform. Key strengths included:

Dynamic branding engine integrated with Guidewire

Single white-labelled template supporting all reseller brands

Straight-through policy generation with zero manual edits

RG271-aligned complaint workflows with SLA tracking and full audit trails

Low-code configurability to scale branding rules and complaint categories quickly

Unified content intelligence, ensuring accuracy, compliance, and speed across processes

Transformation Delivered

1. Multi-brand Policy Generation for Guidewire

Dynamic Branding Application
Reseller-specific logos, colors, and parameters applied automatically from a single master template.

Event-Driven Document Generation
Guidewire-triggered events produced fully branded policy documents, no intervention needed.

Governance & Integrity
Approval workflows ensured every document met brand and compliance guidelines.

2. RG271-Compliant Complaint Management

Omnichannel Capture
Complaints ingested via email, Guidewire, and customer portals.

NLP-based Classification
AI identified category, severity, and sentiment to route complaints to the right team instantly.

End-to-end Audit Trails
Dashboards offered visibility into breaches, status, and regulatory reporting.

3. Enterprise Document Management System (DMS)

Unified Document Repository
All policy, communication, and complaint documents managed centrally across brands.

Controlled Access and Governance
Role-based access, version control, and audit readiness ensured consistency and compliance.

Measurable Outcomes

Outcome Area	Impact Delivered
Brand Consistency	Zero branding errors achieved across policy documents for all reseller brands
Operational Efficiency	Operational effort for policy generation reduced by 50 percent
Policy Issuance Speed	Faster policy issuance enabled through straight-through processing
Complaint Handling Transparency	Improved visibility and traceability across the complete complaint lifecycle
Governance and Audit Readiness	Automated workflows strengthened auditability and compliance reporting
Customer Experience	More consistent communication and timely responses improved trust and engagement

In Conclusion: Scalable, Modern, and Experience-driven Transformation

With Newgen**ONE** CCM Connector and Complaints Management, the insurer transformed both policy generation and complaint handling into unified, automated, and brand-consistent functions. The platform enabled scalable multi-brand operations, strengthened governance, and delivered a more responsive and transparent customer experience.

The outcome is a future-ready communication ecosystem marked by faster issuance, reduced operational effort, improved compliance posture, and stronger brand alignment across every customer touchpoint.

About Newgen

Newgen is the leading provider of an AI-first unified digital transformation platform with native **process automation, content services, customer engagement,** 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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