

Leading General Insurance Company enhances their Customer Service with Real-Time On-Demand Communications

Overview

The organization is one of the leading general insurance companies in India, serving more than 1.5 million customers. The organization has a strong geographic presence with 139 offices and over 26,587 intermediaries across the country. They cater to the needs of individuals, corporates, and small medium enterprises (SMEs) through various insurance solutions for motor, health, home, travel, marine, and others.

Key Challenges Faced

To become the first choice of customers, the organization wanted to enhance their customer experience. The key challenge was to drive customers to the organization's website and mobile application, facilitating them to generate documents in real-time. Further, the insurance company struggled with manual creation of communication templates, such as policy schedules or reminders, across different lines of businesses be it motor, health, and travel. This resulted in delayed and erroneous customer communications.

In order to overcome the above challenges, the organization realized the need to implement a Customer Communication Management (CCM) solution. The organization was looking for a CCM solution, which could integrate with their back-end systems to leverage existing data. And, also seamlessly integrate with Document Management Systems (DMS) to ensure automated communication archival post communication generation. The company partnered with Newgen to streamline their customer communication process.

Challenges Snapshot

- Low traffic on digital channels- website, mobile application, and others
- Higher costs and turnaround time due to manual creation of communication templates
- Unappealing customer communications
- Difficulty in complying with regulatory changes
- Inconsistent branding
- Manual archival of policy documents

Enriched Customer Experience with On-Demand Communications

Leveraging Newgen OmniOMS CCM solution, the unified communication platform, the organization automated their customer communication and template creation process. The solution seamlessly integrated with the existing legacy systems & online service portal, facilitating easy information access and breaking the information silos.

The organization ensured consistent branding across all their communications with the inbuilt template library and style gallery. Further, the OmniOMS On-Demand Module enabled users to design and generate attractive policy documents in real-time. The organization could now reach customers through their preferred channels by delivering communications across multiple channels, such as SMS, e-mail, print, and web, through the unified communication platform.

The Implementation Results

With the deployment of Newgen OmniOMS solution, the insurance company enhanced their customer service by meeting customers' needs, enabling them to generate policies in real-time. The organization is delighted with the implementation.

Key Benefits Achieved

- Increased traffic on digital channels- website and mobile app
- Reduced policy generation time to less than 5 seconds
- Enabled generation of 25,000 - 30,000 policies in a day
- Facilitated generation of 3,00,000 - 4,00,000 policy reminders daily
- Reduced call-center and operational costs through self-service portal

About Newgen

Newgen is the leading provider of a unified digital transformation platform with native process automation, content services, and communication management 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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