newgen

Digital Transformation of a Leading Indian Insurance Company

Overview

The client is a leading Indian insurance company with more than 250 million customers and has been associated with Newgen for over a decade.

The client wanted to increase its operational efficiency and productivity by automating enterprise-wide processes, ensuring anytime, anywhere access to information and documents, enhancing customer experience with personalized communications, and offering mobile applications to its customers, agents, and employees.

Operational Bottlenecks

The organization faced difficulty in managing a large volume of paper-based records and needed an enterprise-wide document management solution with built-in workflow capabilities. Also, ensuring that the records were available to multiple users across departments, zonal offices, and divisional offices, was a cumbersome task. There was a lack of personalized and targeted communications due to the absence of a centralized communication system. Furthermore, the organization realized the need to centralize the underwriting process and reduce the turnaround time for policy servicing and claims processing.

Key Challenges

- Paper-based processes
- High rate of errors due to manual processes
- Longer review and approval cycle
- Absence of data archival
- No centralized repository for records
- Time-consuming process of searching policy documents
- Delay in policy servicing and claim processing
- Decentralized underwriting process
- Lack of an automated system to manage and deliver customer communications

How Newgen Helped

The client chose Newgen's three core platforms – low code process automation (BPM) (iBPS), contextual content services (ECM) (OmniDocs), and omnichannel customer engagement (CCM) (OmniOMS) along with the enterprise mobility framework.

- The BPM platform enabled the client to automate its end-to-end underwriting process. It enabled smarter decision making, automatic creation of rating sheets, seamless integration with the core insurance system, and centralized processing and monitoring.

- The ECM platform enabled the company to create, capture, manage, deliver, and archive large volumes of documents across all offices. The platform facilitated anytime, anywhere access to policy documents for all customers. It effectively managed customer data, from creation/recording, storage, and retrieval to distribution. Additionally, **the platform digitized the departmental files and critical administrative workflows for more than 25 departments across the central, 8 zonal, and 113 divisional offices.**

- The CCM platform helped the company deliver personalized, targeted, and consistent customer communications across all touchpoints. By leveraging the platform, knowledge workers seamlessly generate a huge volume of premium receipts, which were sent via SMS and emails to the customers.

Furthermore, the implementation enabled:

- Searching of information from millions of documents in seconds

- Collaboration among different branches and divisions

- Lifecycle management of departmental and policy documents

- Automation of DAK (external correspondence documents)

- Integration with existing legacy systems

- Archival of documents related to different schemes

- Intake of claims from the customer portal

Implementation Highlights

Volume of SMS and Emails Generated Monthly

Emails sent – **4,708,762**

PDF reports generated – **12,237,859**

SMS sent – **6,485,599**

Value Delivered

- Archival of more than **550 million** policy dockets with over **15 billion documents**

- Automation of processes across **2,000 branches, 113 divisional offices, 8 zonal offices,** and a **corporate office**

- System used by **25,000 users**

The organization also implemented the below solutions, built on NewgenONE - a unified, comprehensive cloud-based digital transformation platform

- **Complaint management system** for employees to register complaints through intranet, internet, or mobile application

- **Bill processing system** for registered vendors to submit bills along with the measurement sheet to the engineering department for approval

- **Contract management system** for end-to-end contract management

- **Enterprise mobility framework** for creating mobile applications for employees, agents, and customers

Digital Transformation Journey with Newgen

2007 to 2015

Contextual Content Services (ECM)

- Archival and ability to view and verify policy documents and letters generated in the core insurance application
- Unified search, image assisted data entry, and record management system
- Digitization of administrative files for DAK management and note approval
- Automation of content management workflows, such as risk management, RTI and, e-services

2016 to 2017
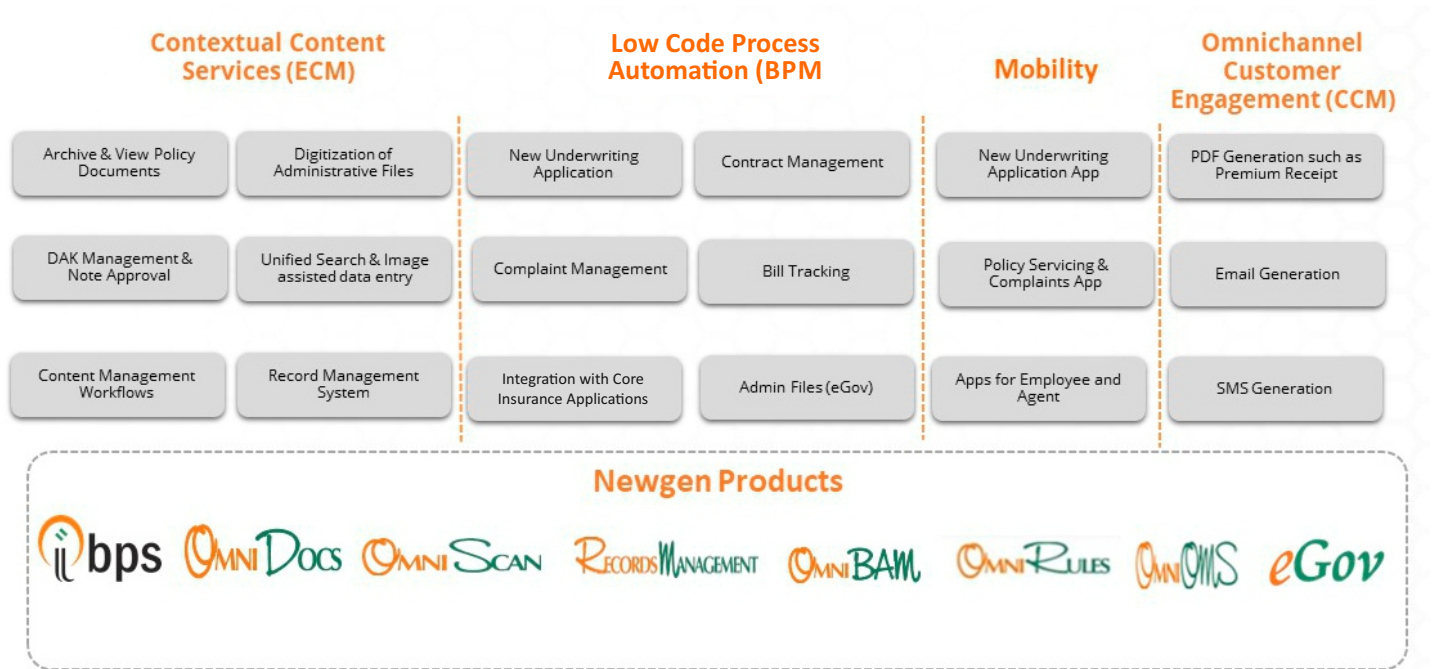
Omnichannel Customer Engagement (CCM)

- 35+ templates for streamlined communications across services, such as policy renewal, claims, new policy approval, payment received, and more
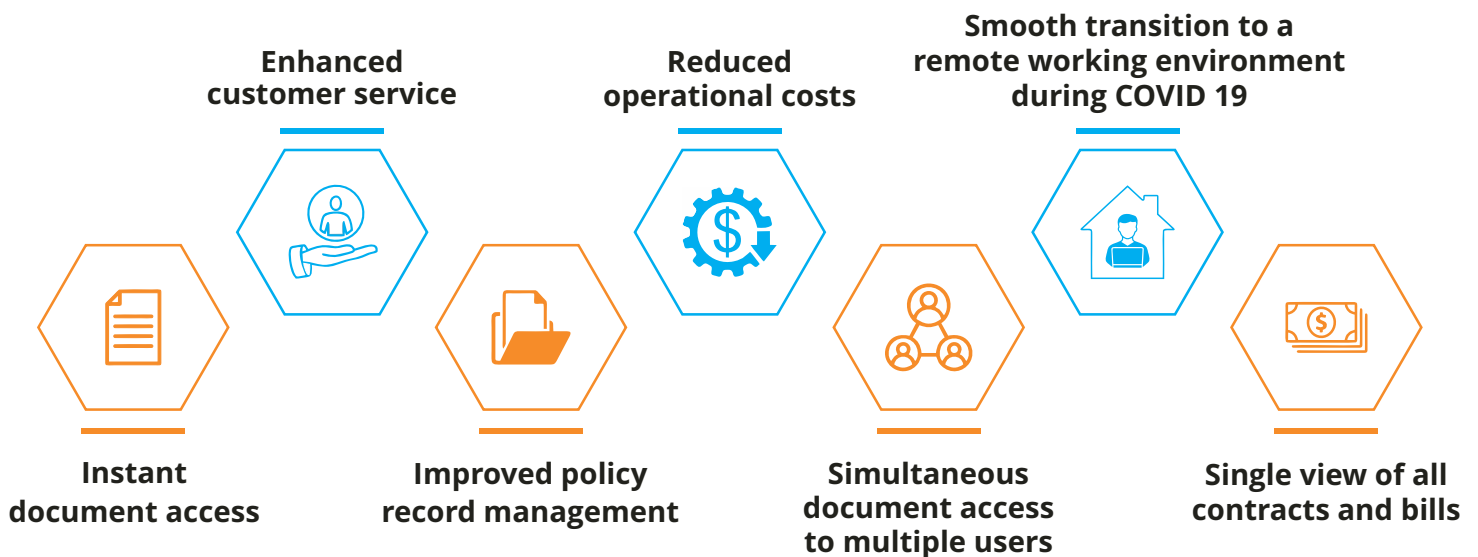
2018 Onwards

Low Code Process Automation

- Consolidation of ECM at zonal and division level
- BPM to automate workflows, such as new underwriting application, complaint management, bill tracking, contract management, and integration with the core insurance application
- Mobile applications for employees and agents for policy servicing, claims, and employee reimbursement

Solution Landscape

Contextual Content Services (ECM)		Low Code Process Automation (BPM		Mobility	Omnichannel Customer Engagement (CCM)
Archive & View Policy Documents	Digitization of Administrative Files	New Underwriting Application	Contract Management	New Underwriting Application App	PDF Generation such as Premium Receipt
DAK Management & Note Approval	Unified Search & Image assisted data entry	Complaint Management	Bill Tracking	Policy Servicing & Complaints App	Email Generation
Content Management Workflows	Record Management System	Integration with Core Insurance Applications	Admin Files (eGov)	Apps for Employee and Agent	SMS Generation

Newgen Products

ibps · OmniDocs · OmniScan · RecordsManagement · OmniBAM · OmniRules · OmniOMS · eGov

Benefits Achieved

Enhanced customer service

Reduced operational costs

Smooth transition to a remote working environment during COVID 19

Instant document access

Improved policy record management

Simultaneous document access to multiple users

Single view of all contracts and bills