An India-based Leading Insurance **Giant Centralizes its Insurance Processes with Newgen**

Trusted by **22,000 Users** | Across **2,000 Branches** | Successfully Archiving **15 Billion Documents**

Overview

Our customer is a leading India-based insurance company, serving over 250 million customers. With a legacy of financial stability, the insurance provider ensures protection and peace of mind to individuals and families across the nation through its trusted services.

The customer wanted to streamline operations, empower its customers, agents, and employees, and ensure scalability across a diverse product portfolio. Therefore, it chose Newgen as its trusted digital transformation partner.

Customer's Pain Points

The insurer faced various challenges while managing paper-based records and required a robust document management solution. Accessing records across departments was cumbersome and tedious. Furthermore, centralizing the underwriting process to enhance policy servicing and claims processing posed difficulties. Some other areas of concern included:

Manual initiation of new business requests and high user/customer volume

Suboptimal resource utilization due to decentralized operations

High error rates and prolonged review and approval cycles

Communication tracking issues and delayed response in claims initiation

Disintegrated channel for multiple policy servicing requests

Lack of a centralized record repository and data archival

Delayed policy servicing and claim processing

Regular Industry Approach

Traditional insurers often rely on piecemeal automation and disjointed fintech integrations to centralize their document-centric workflows. Although this solves the problem in the short term, compatibility issues, and operational siloes can hinder growth in the longer run. The fragmented approach also hampers efficiency and creates complexities in compliance adherence. Adopting a platform-based strategy with new-age technologies can offer seamless integration, centralized data management, and scalability. By leveraging a transformative solution, insurers can effectively streamline processes, minimize manual efforts, and stay competitive.

How Newgen Made a Difference for the Customer

Newgen addressed the customer's challenges by implementing an Insurance Automation Solution that combines the three core capabilities—Intelligent Process Automation (BPM), Contextual Content Services (ECM), and Omnichannel Customer Engagement (CCM).

Built on a low-code platform, the solution offered a comprehensive suite of tools to automate key insurance business functions, including new business onboarding, underwriting, claims processing, policy servicing, and administration. Leveraging this unified approach and a centralized solution, our customer successfully optimized processes, improved customer interactions, and delivered timely and personalized responses.

Solution Highlights

▶ **Multi-channel initiation**: Ensured claims initiation from diverse channels (web, e-mail, in-branch) across diverse functions

▶ **Robust process management**: Provided dynamic rules engine and robust business process management capabilities for efficient handling of exceptions

▶ **Document management and archival**: Managed documents throughout the entire policy lifecycle and facilitated easy archival of documents related to different schemes and compliance with record-keeping requirements

▶ **Efficient information retrieval**: Enabled quick searching of information from millions of documents, facilitating rapid decision-making

▶ **Automated communications**: Automated the triggering of text and emails to customers and internal employees at relevant business stages

▶ **Personalized communication delivery**: Promptly rolled out personalized, targeted, and consistent customer communications across all touchpoints

▶ **Seamless integration architecture**: Integrated seamlessly with third-party and existing applications, ensuring interoperability and maximizing system utility

▶ **Comprehensive dashboards**: Delivered detailed reports and dashboards, providing valuable insights for informed decision-making and performance evaluation

Business Benefits Accrued

Effective claims management: Efficient registration, adjudication, tracking, and management of claim submissions enhanced transparency and customer satisfaction

Reduced turnaround time (TAT): Automation of manual activities led to quicker processing, reduced TAT, and improved overall efficiency

Improved policy record management: Efficient organization and maintenance of policy records ensured accuracy and accessibility

Enhanced customer service: Improved responsiveness and personalized communications fostered stronger relationships with customers
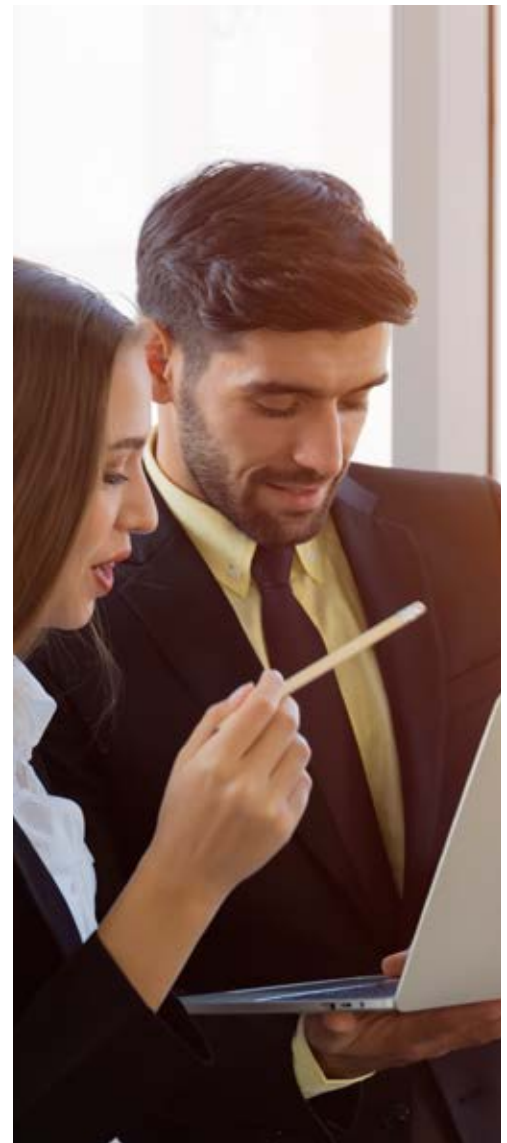
Informed decision-making: Accessibility to comprehensive data for insightful analysis enabled strategic decisions

Enhanced productivity: Streamlined workflows led to increased efficiency and productivity organization-wide

Improved scalability: Handled high volumes of data and transactions without compromising performance or reliability

Conclusion

A strong partnership with Newgen enabled the leading Indian insurance company to address the challenges of manual processes and decentralized systems. Through a unified solution, the insurer improved efficiency, minimized TAT, and enhanced customer service.

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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