Leading Indian General Insurance **Provider** **Enhances Efficiency with NewgenONE**

Achieves fastest processing time of 1 day | Boosts productivity by 40%

Overview

The general insurance company, founded in 2009, is the sister concern of India's leading commercial bank and serves over 20 crore customers. The company offers a range of products, ranging from health and motor to home, travel, fire, crop, and marine. The insurer encountered several obstacles, including complex workflows and ineffective document and communication management. They partnered with Newgen to boost their processes and advance their transformation journey.

Customer Pain Points

Manual Processes

The lack of automation for claims and policy quotation tracking resulted in prolonged turnaround time (TAT) and increased errors

Siloed Document Management

The absence of a centralized platform for document management led to loss of information and inefficiencies

Communication Gaps

Fragmented communication across the lines of business caused delays and poor customer experience

Quality Lapses

Due to inefficient quality checks, the company faced problems in claims assessment and settlement

Regular Industry Approach

The insurance industry leverages several workflow automation software to streamline and optimize business processes and serve extensive use cases. These tools help automate manual and repetitive tasks, digitize document management, facilitate seamless communication, and ensure compliance with industry regulations. However, the industry requires a comprehensive, unified platform that integrates seamlessly across different functions and enables smooth information flow. This is where Newgen steps in.

How did Newgen Help?

The insurer employed Newgen's ECM, BPM, and CCM solutions, built on a low-code NewgenONE platform. The platform's robust capabilities in process automation and content and communication management helped the insurer streamline the entire customer journey and deliver a consistent, omnichannel customer experience. The suite of solutions enabled the insurance company to automate processes, manage content lifecycle, and handle customer communications efficiently.

Implementation Highlights

Workflow Automation: The Intelligent Process Automation tool (BPM) automated workflows related to Personal Accident (PA) Claims and Policy Quotation Tracking

Customer Communication Management: Newgen's CCM platform enabled the insurer to manage customer communication throughout the new business, claims, and renewals processes

Enterprise Content Management: The Contextual Content Services platform empowered the insurance company to store and manage different types of content in a centralized repository

iBPS Mobile Application: The iBPS mobile application streamlined case initiation, movement, and tracking

WhatsApp Integration: WhatsApp was integrated for efficient communication

UI Pathway: A batch process UI path was established to automate the extraction of communication data from Excel files and schedule timely deliveries, enhancing the processing and distribution of critical information

Benefits Unlocked

Faster Transaction Processing

After the implementation of Newgen's solutions, the insurer was able to process transactions within a single day, resulting in higher customer satisfaction

Increased Productivity

Streamlined workflows and automation led to a 30-40% increase in employee productivity

Improved Quality Compliance

The rule-engine-based quality check ensured that the incoming claims matched the investigation triggers and minimized the quality lapses

Reduced TAT

The deployment reduced the process TAT from 3-4 weeks to just one, boosting operational efficiency

Informed Decision-Making

The deployment empowered the insurer with real-time dashboards and over 50 configured reports with multi-level process insights

Conclusion

The collaboration between the insurance company and Newgen demonstrated operational excellence. The insurer achieved notable improvements in efficiency, productivity, and customer satisfaction through a strategic integration of automation solutions and centralized platforms.