newgen

One of India's Largest Health Insurance Companies Streamlines its Customer Communications with Newgen

Overview

Our customer—a leading player in the Indian health insurance sector—was established after a joint venture between a renowned global health services corporation with over 200 years of experience. The health insurance company offers a full suite of insurance solutions for individual customers and employer-employee groups to meet its diverse health needs. The insurer chose Newgen as its digital transformation partner to increase customer retention by streamlining its communications across channels and touchpoints.

Challenges Faced by Customer

The customer faced multiple challenges, primarily originating from manual handoffs and broken systems:

Manual Document Creation

The tedious process of manually creating documents for both individual and group policies led to inefficiencies and inaccuracies

Inconsistent Correspondence Management

The lack of standardized communication delivery across all channels resulted in sub-par customer experience

Real-time Document Generation

Delays in generating policy documents in real-time from customer or partner portals impacted operational efficiency and service quality

Regular Industry Approach

In the insurance industry, dealing with legacy core systems and disparate communication channels is a common challenge. Typically, insurers turn to piecemeal solutions tailored to their specific problems, which usually results in broken communication journeys and less-than-optimal outcomes. However, as technology evolves, there's a growing need for a comprehensive platform-based approach, integrating multiple capabilities, systems, and components as and when required.

How Newgen Made a Difference

Newgen addressed the customer's challenges by deploying its **Omnichannel Customer Engagement (CCM) Platform**, which is configured to the insurer's distinct requirements. The platform, built on a low-code framework, enabled smooth integration with the firm's existing workflows and customer portals. It enabled real-time document generation, digitized communication journeys, and centralized tracking capabilities. Newgen successfully transformed the customer's communication woes by deploying a unified communication platform, ensuring efficiency and accuracy.

Core Highlights

Single Dashboard View
Centralized tracking dashboards, a comprehensive overview of all communication activities

Document Generation
Streamlined the process of document generation of individual & group policy documents based on business rules for issuance and servicing

Automated Renewal Communications
Personalized communication journeys across e-mails, SMS, and WhatsApp. Enabled customers to stay informed about policy renewals promptly

Dynamic Channel Switching
Automated switching to alternate channels in case of primary channel communication failure, ensuring 100% message delivery

Integration Architecture
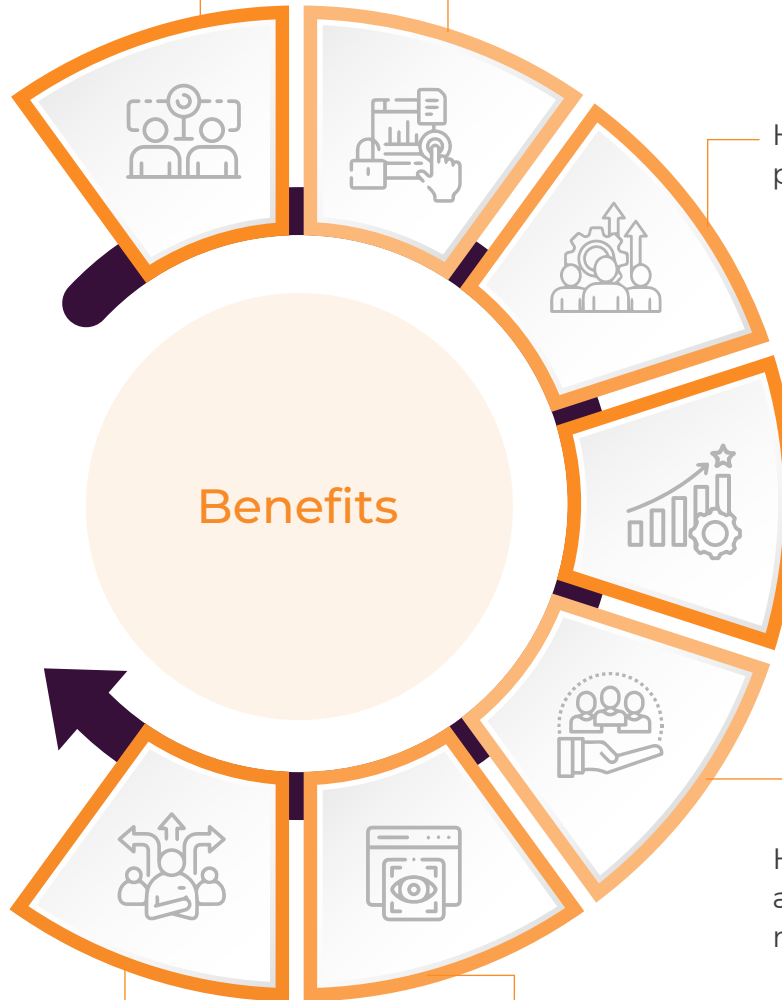Seamless integration with core systems helped instantly retrieve customers' data

Customers' Action Tracking
Detailed tracking of customer actions, such as payment link clicks and renewal statuses

Benefits

- Delivered personalized communication
- Increased accessibility
- Higher users' productivity
- Improved efficiency
- Higher operational agility and responsiveness
- Enhanced visibility and transparency
- Informed decision-making

Conclusion

Newgen's CCM platform proved to be a game-changer for the customer. By leveraging the low-code platform's capabilities, including real-time insights, dynamic channel switching, and alerts & notifications, our customer successfully streamlined its communication process and achieved remarkable results.

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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