

“Aligning with India’s ‘Viksit Bharat’ vision and the goal of universal insurance by 2047 requires insurers to embrace AI-driven automation, digital onboarding, and hyper-personalized services. By fostering financial inclusion and leveraging advanced risk management tools, the industry can drive sustainable growth while transforming customer experiences in a competitive landscape.”

Mr. Sunil Pandita
Senior Vice President & Business Head
(India and South Asia)



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 PAIN POINTS

- ▶ Communication tracking issues and delayed response in claims initiation
- ▶ Centralizing the underwriting process to enhance policy servicing and claims processing posed difficulties
- ▶ High error rates and prolonged review and approval cycles
- ▶ Lack of a centralized record repository and data archival

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.

BUSINESS BENEFITS ACCRUED

- ▶ Business Benefits Accrued
- ▶ Reduced turnaround time (TAT)
- ▶ Enhanced customer service
- ▶ Enhanced productivity
- ▶ Effective claims management
- ▶ Improved policy record management
- ▶ Informed decision-making
- ▶ Improved scalability

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.