Delivering digitally competitive transformation to one of India's largest insurance companies in 9 months.

Problem

One of the world's largest insurance carriers based out of India set out to boost its digital footprint across various devices and channels for the country's mobile-first population. The carrier wanted to create a digital storefront for all aspects of selling and servicing insurance policies.

intellect SEEC™

www.intellectseec.com

Solution

The insurer chose CBX-I to digitally transform their existing portals and move to a full-service portal with a robust architecture.

Our solutions strategy ensured user-friendly experience to their customers and maximum configurability of systems for their business users. The business benefits started to show within a few weeks of deployment of our product.

- Truly agile development with slashed delivery time and cost
- Significantly lower total cost of ownership (TCO)

- Implemented a flexible and configurable solution based on an open architecture
- Rule-based architecture using BRMS
- Implemented mobile apps for all the customer service features such as premium payment, loan payment, handle all service requests, customer profiling, policy status, spot revival, bonus information and premium paid certificates.
- Omni-channel, omni-device, responsive design
- Online payments enabled for digital portal and mobile apps

Insurer's iOS and Android Apps

12 million+
Downloads on
Google Play & App Store

4.2 average rating
Across Google Play & App Store

3.4 million+
Transactions every day