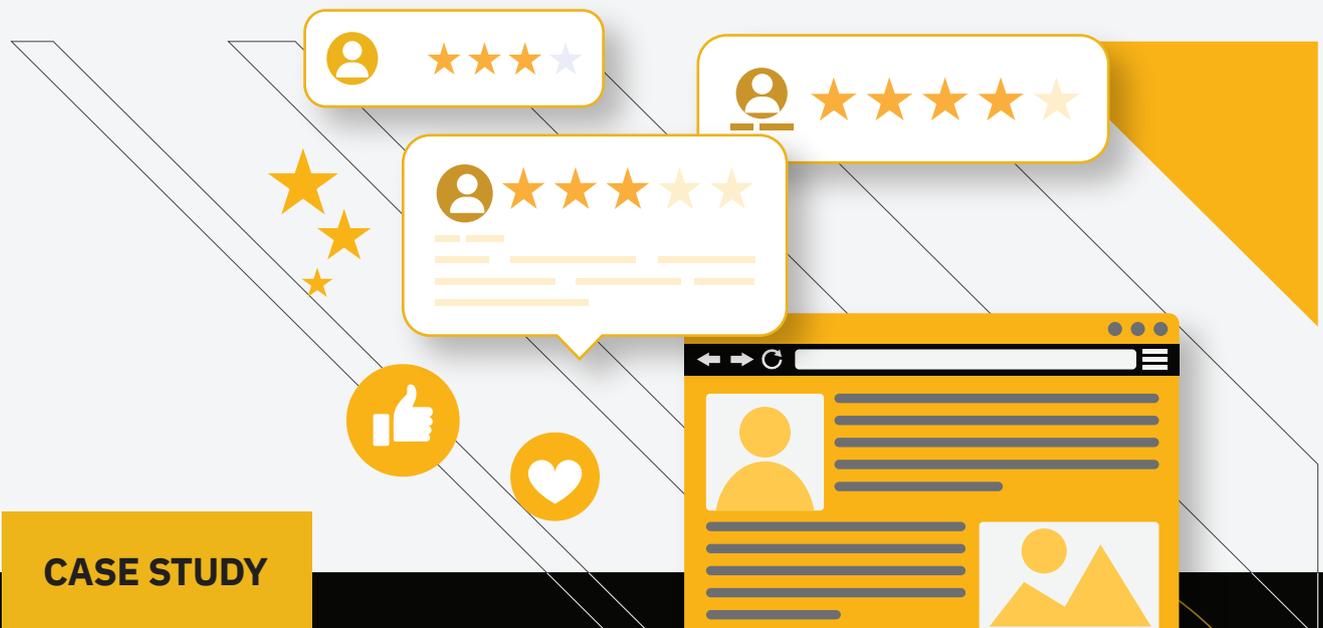


Enhanced customer satisfaction with **RPA**



CASE STUDY



About Client

Leading life insurance company in India



Industry

Insurance



Service

Business transformation



Business **Need**

The client wanted to steer enhanced productivity and optimize costs across CRM; without compromising on customer experience.

Business **Challenge**

Our client was facing severe complaints as the response time to customer requests was invariably large. Additionally, the bottom line was impacted because the resource utilization rate was high but that didn't translate into productivity in terms of delivering good and prompt customer service

across the insurance lifecycle phase – Policy Creation, Renewal, Endorsement, Cancellation and Reinstatement. There stemmed an urgent need to enhance productivity by processing of repetitive, rule-based and high volume tasks.

Business **Solution**

NSEIT partnered with a leading RPA vendor – Automation Anywhere to provide a comprehensive RPA solution suite to streamline the CRM processes of Contract Management, Case Management & Customer Support.

Contract Management : Our solution tracked the customer and vendor contract documents and expiration dates. It also triggered automatic send notifications to vendors and customers, whose contracts were close to expiration along with creating a detailed report

Case Management : Our solution automated the creation of new cases - customer service requests, help desk requests, and work orders in the CRM

along with automating the entry of data like customer quotes, order history, shipment tracking and payment history related to that particular case in the CRM

Customer Support : Our solution was used to synchronize data from various systems and create a single view for the customer representative within a few seconds. Moreover, details like customer name, previous interaction history, billing details and user preferences were also collected to help agents in delivering better customer experiences

Tech **Stack**



Business Impact



30%
reduction in
resource cost

65% error
reduction
achieved



96%
reduction in
cycle time
across **20+**
processes

Processing
time for each
request
reduced from
15-20 minutes
to **<60**
seconds



Enhanced
customer
experience

About **NSEIT**

NSEIT Limited is a digital native technology company that engineers world-class solutions to help our global customers accelerate their digital transformation journeys. Our key service pillars are Application Modernization, Business Transformation, Data Analytics, Infrastructure &

Cloud Services, and Cybersecurity, through which we create intuitive digital experiences and tangible business impact. For over two decades, our innate drive for excellence has made us the partner of choice for global organizations. At NSEIT, we fuel digital progress.

For more information, visit us at nseit.com

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