

## Customer Case Study

### Indian General Insurer's Digital Transformation for Channel Management

#### Business Opportunity and Background

An India based general insurance company, a joint venture between an India conglomerate and a US business group, embarked on the transformation of their multi-channel distribution network consisting of agency, broking, bancassurance and online channels representing over 3000 users. The strategic objective was to replace their existing portal with a modern, intuitive portal to drive channel engagement, growth, efficiency and effectiveness.

“Majesco’s expertise in insurance solutions is what we relied on when selecting them and we are glad that our choice was right. The new channel portal is not only a part of our digital strategy but also has proved to be beneficial for optimizing operational costs and increasing channel efficiencies.”

— CIO, Indian Insurer

#### Key Capabilities



Flexible portal framework that adapts and integrates with any system.



A digital framework highly responsive for a range of digital technologies including mobile, tablet, laptop and desktop.



Collation of data by day, month or year via a calendar view dashboard.



Full new business lifecycle enablement.



Advanced payment options such as payment gateway, self-payment link and payment wallet for full or partial payments.



Communication feature via auto e-mail and SMS.



Multi-device browser-based portal.

## How They Did It:

They selected Majesco Digital Solutions to provide the framework for the multi-channel portal to support multiple lines of business including motor, personal accident, health and home. The new portal supports new business from quotes to proposals and receipts. Additional capabilities included are enhanced communication capabilities using e-mail and messaging (SMS), along with reporting, expanded search capabilities, cover-note management and enhanced portal security and access features.

The portal framework uses REST architecture for service layer integration between the front-end (UI/UX) layer and MVC architecture using enterprise service bus (ESB) middleware through a SOAP web service architecture.

## Results



Channel efficiency with faster quotes via enhanced user experience and data entry features.



Digital transformation with 75% of revenue coming through the portal.



Speed to issue with a 60% time reduction for quote and policy issue.



Single mobile platform with over 100 policies being issued daily by producers.

## ABOUT MAJESCO?

Majesco (NASDAQ: MJCO) provides technology, expertise, and leadership that helps insurers modernize, innovate and connect to build the future of their business – and the future of insurance – at speed and scale. Our platforms connect people and businesses to insurance in ways that are innovative, hyper-relevant, compelling and personal. Over 190 insurance companies worldwide in P&C, L&A and Group Benefits are transforming their businesses by modernizing, optimizing or creating new business models with Majesco. Our market-leading solutions include CloudInsurer™ P&C Core Suite (Policy, Billing, Claims); CloudInsurer™ L&A and Group Core Suite (Policy, Billing, Claims); Digital1st Insurance™ with Digital1st eConnect™, Digital1st EcoExchange™ and Digital1st Platform™ – a cloud-native, microservices and open API platform; Distribution Management, Data and Analytics and an Enterprise Data Warehouse. For more details on Majesco, please visit [www.majesco.com](http://www.majesco.com).