

Majesco Digital Customer360 for P&C

A Next Generation Customer Experience: Move Beyond Transactions to Meet Expanded Expectations



MAJESCO DIGITAL
CUSTOMER **360** FOR P&C

Purpose-Built with Extraordinary Customer Experiences in Mind

Next-gen customer experiences that engage and excite customers must take a holistic view, rather than a transactional view. With digital demands from insurance customers outpacing the engagement capabilities of many insurers, the industry has arrived at a time of reckoning – and the stakes are high.

Along with long-time customers pressing for enhanced levels of service with customized product and service solutions, insurers also are confronted with an emerging generation of “digital-native” customers. These are customers who demand personalized, integrated, seamless, unified & richer experiences.

Customers are looking for a better experience in insurance that can be created and managed with digital tools and digital proficiency. But insurers must move beyond the basics and a traditional “portal happy” approach. As customers’ pace of digital embracement accelerates, insurers must move beyond tasks or transactions and to experiences. Those who make this leap will be poised as digital leaders, separating themselves from the pack.

The Digital Approach

To retain or regain customer trust and satisfaction, insurers now must consider all dimensions of the customer experience across the value chain, creating a next-generation customer experience that is much closer to the “Amazon experience.” But to do that, insurers’ priorities, plans and investments must align to the customer, rather than to internal operations.

From Ordinary to Extraordinary Experiences: Majesco Digital Customer360 for P&C

The notion of a 360-degree view of the customer has been around for many years and the subject of much discussion and activity within the P&C insurance industry. However, fully realizing the vision of “Customer 360” falls into the category of easier-said-than-done. And now, it is even more of a challenge due to the heightened new expectations set outside the industry.



Digital Business Value Delivered. Today and Tomorrow.

Working with KPMG on the customer experience design and development of the solution using Majesco Digital1st® Insurance, a no code / low code Digital Experience Platform with robust insurance content, Majesco Digital Customer360 for P&C creates a holistic experience through integrated self-service view while simplifying interactions on a single platform including:

POLICY INQUIRY

At any point in time, enables holistic policy inquiry allowing the customer to check policy coverages, limits, deductibles, renewal dates, billing status, and more.

POLICY CHANGES

A common dashboard provides a view of all policy information and coverages and allows for policy changes and service requests related to the policy including changes in contact information, reviewing Certificate of Insurance (COI) and other policy documents.

PAYMENT HISTORY

Access payment history and the status of upcoming payments and due dates.

PAYMENT UPDATES

Make changes to payment plan, set up/enable digital payment processing, and make payments through a variety of digital payment modes. When payments are sent, a digital confirmation that the payment has been successfully received is sent.



CONNECT TO SERVICE PROVIDERS

Ability to easily connect to value added service providers such as networks to repair or replace damaged vehicles or items, specialists that help recover from cyber-breaches, or smart device companies and services that help to avoid the claim in the first place.

CLAIM STATUS

Request information on the status of a claim, the damage estimate, or the payment status through the portal.

VALUE ADDED SERVICES

Enhanced customer experience through digital feedback, multi-user access, and grievance management

CORE INTEGRATION

Pre-integrated with Majesco Core Suite for P&C and can easily be integrated with any other core solutions.

CLAIMS FIRST NOTICE OF LOSS (FNOL)

AI enabled Image Screening driven intelligent data intake and extraction for Claims FNOL (digital form and document upload). Intuitive, quick & simple FNOL submission having enhanced transparency through digital form fulfillment, document upload and real-time claims status tracking. Eliminate paper based claims submission and physical mail. Leverage smart image recognition to fill in FNOL details in order to speed along claims process and mitigate fraud. Real-time communication keeps customer apprised of claims progress

"Policyholders today expect an integrated, unified, and cohesive experience that services all their needs. With the emergence of Digital Platforms, this vision now can now become a reality. Insurers can orchestrate the complexities of technologies to deliver an experience tailored to the customer rather than the technology that is servicing their needs. Insurers can now flip the lens – delivering services that delight the customer!"

- Karen Furtado, SMA Partner



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