

Life Insurance

Created a Wholesome Customer Lifecycle with a Real-Time Overview

Opportunity

Customers who pay their insurance premiums with physical checks asked for check pickup. This process had an overall cycle time of 48 hours from the time the cheque was collected and deposited, with each step taking at least 24 hours. Additionally, the information flow, i.e., client information, client contact details, premiums to be collected etc. was shared via phone calls/emails, and pen/paper.

Solution

We created an ecosystem called "One Platform" that helped integrate the contact centre, field teams, and an online view with the reporting of transactions in real-time. The platform was available as a desktop workflow as well as on a Windows 6.0-based smartphone (now Android and iOS).

The system allowed the complete customer life cycle to be under one roof—both from a technology and human resources point of view. While the technical side brought effectiveness and efficiency to the process, the personnel took ownership.

Operationally, the personnel were empowered by an intelligent system-based work allocation of the portfolio depending on relevant skill sets. A real-time view of the field activities allowed them to coordinate with the customer and the team on the fly, thereby aligning the field activity perfectly with customer requirements. Operationally, the personnel were empowered by an intelligent system-based work allocation of the portfolio depending on relevant skill sets. A real-time view of the field activities allowed them to coordinate with the customer and the team on the fly, thereby aligning the field activity perfectly with customer requirements.

The process got highlighted for its reduced customer follow-ups and service deferments. On the other hand, increased customer satisfaction led to higher collections and the digitalisation of processes, which eliminated the paper-pen model, which became widely recognised. The compliance team was happy as all transactions were digitally stamped with proofs like photos, videos, GPS, and the date and time stamps. The cycle time of the transaction was reduced from 48 to 2 hours.

Key Results



Reduced

Process Turnaround Time from 48 hours to 2 hours.



Regulatory compliance

Processes with digital proofs like photographs, time and date stamps, etc.



40% to 80%

Increase in Premium Collections.



Improvement in Customer Experience

Real-time appointment scheduling via shared calendars.

General Insurance

Created the “Fraud-Protect” App to Improve the Risk Assessment Experience

Opportunity

Motor insurance required a pre-risk evaluation before coverage could be issued. On a customer’s request, at the contact center, the field team was instructed to visit the customer. Details of the vehicle were captured on a physical form, and vehicle photographs were taken with a camera. The form was then scanned back into the office along with the photographs. Meanwhile, a cover note (a financial instrument) was given to the customer by the agent until the policy was issued.

The policy took anywhere from 48 hours to 72 hours to be issued. Additionally, the information flow, i.e. client information, client contact details, premiums to be collected etc. was done using phone calls, emails, and pen and paper.

Solution

We incorporated the entire pen-and-paper process into a digital imprint. “Fraud-protect” helped integrate the inspection form by using the camera feature of a secured handheld device.

The phone app allowed the form to be accepted as digital input, the photographs got embedded into the form, and the information got saved centrally on the server in real time, leaving no scope for any changes to be made to the information on the phone.

The application’s built-in time stamp did not allow for any additional fraudulent activities. This was enhanced by a video of the vehicle being inspected, and from there, the industry moved onto a customer-empowered self-assessment mode — flawless, digital, real-time, and online. The information was reviewed by the underwriters instantaneously, allowing them to push for an online policy issuance decision for the customer.

The online policy issuance eliminated the need for any cover notes; hence, the process became 100% compliant with regulatory requirements, other than carrying the risk of unmanaged distributed cover notes in the market.

Key Results



Digital Imprint

Processes with digital proofs



Anti-Fraud

Savings of INR 4 Lakh per day and indirect savings of INR 50 Lakhs.



Award-Winning

Won awards for our customers. For underwriting EDGE, the CIO, and Celent Model Insurer Asia.

NBFC

Effectively managing customer engagement to create new business

Opportunity

A new setup had its opportunities for us w.r.t setting up the customer management process for a leading NBFC in the country. The existing setup had a landline dial-in number. Customer searches took place across multiple Excel spreadsheets. The resolution was tracked using emails, diaries, and Excel; managing emails was a manual process. MIS w.r.t customer queries and responses were missing. Escalations were always waiting to be addressed by senior management.

Solution

We mined approximately 50 lakh records to confirm their accuracy. Records from multiple Excel sheets were updated into a database platform. The UI allowed a customer interaction interface for the servicing personnel. Records could be pulled out with a single click through multiple search options. The platform integrated the customer query with the service request through a ticketing system. Remote processing teams could view service requests in real-time. They could not only manage the resolution within TAT, but also bring in the much-needed transparency, velocity, and effectiveness in service. Performance indicators started getting tracked. The workflow supported automated utilities, including but not limited to an NOC generator that reduced the TAT from 7 days to 1 day. After creating, designing, and implementing complaint resolution processes, the process is now fully effective, efficient, and auditable. We have grown from a team of 3 people to 40, turning a cost centre into a profit centre.

Key Results



Customer Engagement

From zero to >98% first call connect-rate.



Analytics

Automated Querying and Service Requests.



Profit Centre

Added new business based on cross-selling and upselling.



Turnaround Time

>98%

First-call resolution and service request adherence.

Telecom

Rule-based underwriting engine to profile and assign a credit limit on customer onboarding

Opportunity

In the telecom industry, the quality of the customer base determines a brand's stability in an already competitive market. But in recent times, the telecom industry has been plagued by a low RPU, and to add to that, the customer was profiled manually during a physical visit using a paper and pencil model.

The authenticity of the physical visit could not be established. Documentation was channeled through the passing of forms from one hand to another. The tracking of customer profiles for regulatory compliance was done manually in large warehouses in storage boxes.

Solution

Needless to say, to be the first movers in the industry requires a high risk-taking appetite. The leadership of this publicly listed company displayed it gracefully. In its journey with ARCIS, we were able to digitalise the pen-and-paper model. Information from the client system flowed seamlessly into our systems in real-time with the help of systems being integrated through web services.

Automated work allocation techniques based on rule-based intelligence optimise resource management. Personnel in the field were connected to the system centrally, and cases got allocated on the fly within seconds of being punched at the point of sale. All information saved in digital form went through an intelligent rule-based underwriting engine that gave out a customer profile and risk rating, thereby allocating a credit limit to the customer or rejecting them, as the case may be. Considering the customer profile was positive, the system triggered the SIM activation process in the principal company, allowing instant activation. Together, we won and paved a path for others to follow. MIS was instant, report retrieval was as simple as a click of a button, and there was no need for warehouses to store paper reports.

Key Results



Reduction in TAT

From 48 hours to 2 hours



Authenticity and Transparency

GPS-tracked visits



Physical to Digital

From stocking paper to easy digital retrieval.



Error-Free

Rule-Based Underwriting Engine, unbiased risk profiling, and credit limit allocation.

Finance & Accounting

Automated the Employee Reimbursement Process to Expedite the System

Opportunity

A well-known FMCG company had employees submit their expense reimbursement claims by manually posting the due dates for submission. Being a manual process of sending and receiving claims from across the country in mail boxes, quite naturally, reimbursements got delayed in getting processed. When there were intermittent queries on the claim, the TAT was further impacted. There was confusion, an intent to freeze the turnaround time, and employee discontent.

Solution

There were constraints in developing this process within and around existing ERP, considering its accessibility to a large user base. We extended our support by creating an online claim submission environment outside of ERP that was accessible to a large user base and simplified the entire employee expense reimbursement process. This allowed the employees to submit their claims online from the comfort of their homes and attach all relevant supporting documents.

The finance and accounting team could download the claims, verify them, and process the employee's reimbursements timely and accurately. All queries, deficiencies, and additional requirements needed in the claim could be raised online and resolved in real-time. This was supported by an employee communication matrix empowered by SMS, email, and (later) WhatsApp.

Tracking the status of claims by employees was made possible through online access to the environment on their smartphones. The employee reimbursement process is now more efficient, on time, and digitalized, keeping the processor and the claimant happy and satisfied.

Key Results



Turnaround Time

From 7 days to 2 days, which has created an inclusive web-based environment.



Digitalization

Online claim submission of images and proofs of supporting documents.



Real-Time Tracking

Online tracking of claims reduced follow-ups and increased the productivity of the F&A team.



Brand Value

Happy and content claimants help build goodwill with the client and enhance the brand's value.

Manufacturing

Integrating the main ERP using an ecosystem that enables multiple functionalities

Opportunity

A well-known automobile parts manufacturing group had various marketing schemes charted for dealers, retailers, and the end customer. The schemes were launched, and the stakeholders were informed through the sales team by word of mouth and email. The budgets for the schemes were to be mapped with expenses. The incentives were paid out in cash by the sales teams to their dealers and retailers so that the money could reach the right people in the chain on time and in full. Reconciliation and mapping cash expenditures emerged as significant issues.

Solution

Concerns were raised about developing this process in the ERP due to its accessibility to a wide range of personnel. We proposed an ecosystem separate from the ERP but integrated with it. That took care of having a large number of people be a part of the ecosystem and, at the same time, kept the main ERP secure.

The ecosystem allowed the marketing team to create and design schemes; the finance folks to allocate budgets and review their spending; and the dealers, retailers, and final customers to claim and redeem incentives online and in real-time. Payment gateways were aligned for immediate payments of incentives from the company's end. The solution shook the entire system because it not only enabled digital money flow, real-time tracking of budgets and spending, zero value leakages, and automatic reconciliations but also created brand value among customers by providing clear, quick, and velocity incentives.

Owning the final customer became possible; the tapping of secondary markets took place, and spurious products could be identified.

This solution gave way to an integrated system that included inventory management, order-taking, fulfillment, and customer service.

Key Results



Eliminated Financial Leakages

by digitalising incentives



Enhanced Brand Loyalty

Timely info. on schemes and reimbursements



Direct Onboarding of Customers

enabled by direct disbursement of incentives



Access to Secondary Markets

Customer registration on the portal for incentives allowed the company to track the sales geography

Real Estate

Empowered the Sales Team with Aid and Assistance to Convert More Leads

Opportunity

Our customer is an enterprising real estate company formed by a collaboration between one of the largest automotive component manufacturers in India with a business revenue of over USD 775 million and a well-established Japanese Fortune 500 group with annual revenues worth (approx.) USD 50 Bn. The company launched its first flagship project in one of the prime cities in India. Various digital, print, and mass media communication activities to generate prospective customers in a B2C environment were in place for its residential project. What already existed was a strategy to create and manage leads; however, much more was needed to add velocity to sales.

Solution

To increase velocity, there was a need to filter incoming leads for authenticity, which was identified as the source of adding value to the ROI. We recruited candidates with the right skill set and experience, carried out on-site training, implemented an effective governance model and strategies to increase contactability, and conducted an authentic need analysis to pitch the best suitable option to the customer. All of this was monitored by regular quality and training sessions and close-ended follow-ups with the sales team to ensure there was no leakage and a great turnaround in customer site visits.

An increased customer site visit ratio allowed for better one-on-one connections with the sales team, which resulted in increased sales.

