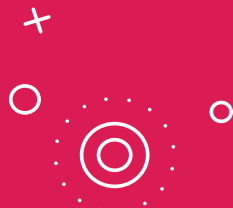




Mindtree

A Larsen & Toubro Group Company

Case Study:
Customer 360 Digital
initiatives for
**a Leading Life
Insurance
Provider**



Welcome to possible

■ CLIENT

The client provides advice and solutions that empower people to take charge of their financial lives with confidence and optimism. With their core business areas including life insurance, annuities, retirement plan services and group protection, their primary focus is on supporting, preserving and enhancing people's lifestyles and retirement outcomes.

■ CHALLENGE

Mindtree had to construct a unified and enriched view of customers - covering all aspects of their data such as party, agreement, customer preferences, customer events and interactions, as well as any external data. There was also a requirement for master party data for all customers with a unique Customer ID to deliver a consistent experience. In addition to this, we also had to enable sales and enforce customer service initiatives by providing reusable foundational data capabilities.

■ SOLUTION

The solution had to be multifaceted - it had to be scalable to accommodate data from multiple domains to enable integration with appropriate systems of record to procure, conform and maintain data. Mindtree therefore approached the solution with a keen eye towards cloud-based architecture, ensuring that the profusion of data sources was accounted for, and that there was thorough data security and governance.

■ BENEFITS

By creating foundational digital data and customer 360 digital initiatives, Mindtree delivered the following benefits:



Consistent and complete experiences across omnichannel services



Provided self-serve access to reporting as well as analytics to business users



Enabled the transition from policy/contract-centric interactions to customer-centric interactions



Significantly increased data availability



■ ABOUT MINDTREE

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 275+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in more than 15 countries across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of over 22,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."