



Mindtree

A Larsen & Toubro Group Company



Driving intermediary  
experience for **property  
and casualty insurer**



## About the client

The client is the third largest insurer in Saudi Arabia and the leading motor insurance provider in the Kingdom. The client offers a wide range of property and casualty insurance (motor, medical, travel, medical malpractice and general insurance) and life insurance products, catering to retail, SME and larger corporate/commercial customer segments.



## Business need

The client embarked on a digital transformation journey, with a key focus on enhancing their sales and distribution process. Their key target was delivering an enhanced agent experience to individual agents, essentially their digital partners. The solution objectives were to:

- Deliver a delightful experience to empower insurance partners who are futuristic and digitally differentiated from competitors, for simplified insurance partner sales.
- Deliver insights that are intuitive and personalized – which are based on contextual and customer specific financial goals, thus increasing engagement across devices.
- Simplify operations through the use of data and analytics, empowering partners and in turn enhancing the business objectives.
- Improve the sales performance of partners and help them provide superior customer service across touchpoints for successful digital transformation.



## Solution

- **Engaged with clients' business leaders in vision casting exercises, ideation, design thinking and prototyping at our innovation lab – Digital pumpkin**, for commercial and personal lines – Auto, Health, Travel, Medical Malpractice, Liability, WC, Property, General liability, Professional Liability.
- Mindtree came up with a holistic solution to deliver a Digital Partner Portal to cater to:
  - Three key customer segments.
  - Five key lines of business (motor, medical, travel, medical malpractice and other general line products).
  - Four key process areas covering – sales and distribution, new business, policy issuance and servicing.
- Implemented digital partner portal for agents and partners with seamless integration through API; Also initiated process orchestration through a robust workflow by empowering new gen partners with ease of selling, servicing and learning.
- The complete solution, a connected ecosystem for insurance includes the key features – fast onboarding, ease of use, access from any device, personalized recommendations, self-service and seamless integration.





## Business benefits

- A new platform and direction for growth and change to drive digital transformation.
- **Conversion ratio improvement by 25%** in the first year.
- **Improved sales focus of partners by 50%** (by automating/ simplifying non-core tasks).
- **Improved persistency** through increased renewals.
- In-built reward systems attracting many partners who can earn through flexible working options from their homes to empower insurance partners.
- Increased awareness of the products for partners through learning modules for simplified insurance partner sales.



## About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company that enables enterprises across industries to drive superior competitive advantage, customer experiences and business outcomes by harnessing digital and cloud technologies. A digital transformation partner to more than 260 of the world's most pioneering enterprises, Mindtree brings extensive domain, technology and consulting expertise to help reimagine business models, accelerate innovation and maximize growth. As a socially and environmentally responsible business, Mindtree is focused on growth as well as sustainability in building long-term stakeholder value. Powered by more than 31,900 talented and entrepreneurial professionals across 24 countries, Mindtree — a Larsen & Toubro Group company — is consistently recognized among the best places to work.

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