



Mindtree

A Larsen & Toubro Group Company



# Reimagining digital insurance for a Middle East based insurance firm

*Welcome to possible*



## The Challenges

The customer is a leading insurer in middle east and wanted to transform and become a digital first insurer. Re-imagining digital insurance requires providing underwriting and quotation at speed, streamlining the claims process and improving the customer engagement.



## Our Solution

Key highlights of the solution

- End to end digital transformation of insurance process with a new agent portal and direct to customer sales, service, and claims
- Streamlined and re-imagined underwriting and quote process to enable digital selling
- Re-imagined claims process to bring better customer engagement and transparency
- Appian based digital transformation platform loaded with intelligent features to orchestrate business processes and rules across people, systems, and channels
- Web service integration with an API-led approach to interact between the front-end digital experience portal and the back-end enterprise systems
- Implemented UI localization for better customer experience and engagement
- Supports agents as well as direct interaction with B2C and B2B customers



## Results

The solution delivered the following benefits

- Created new revenue stream with Direct to Customer channel
- Mitigated 90% risk of claims duplication and multiple alterations
- Reduced 75% manual effort by automating the approval and authorization process
- Eliminated manual errors and operational risks arising due to paper artifacts
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## 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.