

HCL

Driving enhanced
customer value for a
trusted **insurance company**





Client description

Our client is a trusted and established name in the insurance ecosystem across Singapore and Malaysia and has been at the forefront of Asia's insurance industry. With over \$90 billion in assets and more than 10 million policyholders, our client provides insurance solutions to customers through three successful distribution channels – a tied agency force, bancassurance, and financial advisory firm.

Business challenges



No platform to buy the products online



No streamlined journeys for agents and bancassurance channels



Highly manual operations involved delayed lead conversions



No analytics tracker for drop out cases



Our solution

A unified solution using the next-gen technology platform - AEM was built to help the client launch a more seamless customer journey for their insurance products (right from quotation to payment confirmation) with shortened cycle time

12+ products launched within one year with seamless integration to all the enterprise backend systems

Enhanced the user journey with the seamless (MyInfo) integration, an Singapore government initiative to digitally onboard customers

Enhanced the CRM journey with Google Analytics to integrate with the backend CRM systems for the lead generation

Proposed a solution that enhanced scalability, maintainability, and operational efficiency



Business impact

Productivity

Enhanced omni-channel customer engagement journey with improved agent productivity and operational productivity

Time-to-market

Improved the GTM strategy of the client for the product launch in various categories to a great extent

Re-usability

Structured and refactored the AEM system for greater re-usability, thus reducing the development time significantly

Administration

Leveraged the AEM tool capabilities to make content management with business users more flexible and achieve effective campaign management



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HCL Technologies (HCL) empowers global enterprises with technology for the next decade today. HCL's Mode 1-2-3 strategy, through its deep-domain industry expertise, customer-centricity and entrepreneurial culture of ideapreneurship™ enables businesses to transform into next-gen enterprises.

HCL offers its services and products through three lines of business - IT and Business Services (ITBS), Engineering and R&D Services (ERS), and Products & Platforms (P&P). ITBS enables global enterprises to transform their businesses through offerings in areas of Applications, Infrastructure, Digital Process Operations, and next generation digital transformation solutions. ERS offers engineering services and solutions in all aspects of product development and platform engineering while under P&P. HCL provides modernized software products to global clients for their technology and industry specific requirements. Through its cutting-edge co-innovation labs, global delivery capabilities, and broad global network, HCL delivers holistic services in various industry verticals, categorized under Financial Services, Manufacturing, Technology & Services, Telecom & Media, Retail & CPG, Life Sciences, and Healthcare and Public Services.

As a leading global technology company, HCL takes pride in its diversity, social responsibility, sustainability, and education initiatives. As of 12 months ending on December 31, 2021, HCL has a consolidated revenue of US \$ 11.18 billion and its 197,777 ideapreneurs operate out of 52 countries. For more information, visit www.hcltech.com

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