



Enhanced customer experience for a leading insurance company in the world

/// CASE STUDY



### Highlights

MphasiS helps increase revenue and provide a better customer experience for one of the top insurance companies in the world.

### Client Type

Insurance provider for services across retail, commercial and high premium sectors

### Industry

Insurance

### Type of Work

Transition Management, Recruitment and Training, Operational Management

## MphasiS improve sales and ensure better customer experience for one of the top ten insurance companies in the world.

### Client

One of the top ten insurance companies in the world, offering a gamut of services across retail, commercial and high premium sectors

### Goal

To improve sales and ensure better customer experience

### Challenge

To consistently deliver an excellent customer experience and increase revenue per call through Cross-selling

### Solution

#### The Process Transitioned

MphasiS delivered the following services:

#### Voice: Retail

- New sales, cross selling and up-selling
- Service calls
- Claims Processing - MphasiS is the first point of contact for end customers and brokers
- 24x7 customer helpline

#### Non Voice: Commercial

- Transaction processing
- Broker correspondence and support
- Processing of employer and product liability; motor and property insurance
- Preparing and maintaining cash flow spreadsheets
- Updating claims payable
- Follow-up on invoices, bookings and premium paid advices
- Commercial contracts for large multi national companies
- Fleet, industrial and engineering insurance

### **Invoice Processing**

Processing and authorizing invoices for payments

### **High Premium Insurance**

- Validation and follow-up of accounts
- Handling complete insurance contracts for companies

### **Transition Management**

- More than 20 processes transitioned from the client site within a span of two years
- Each transition executed separately
- Project within the given timeline
- Dedicated Transition Manager deployed for each transition

### **Technology**

- Global Network Operating Center deployed to monitor networks and links
- Redundant links to ensure high availability
- Secure networks established to include client's firewall within Mphasis' existing facilities

### **Recruitment and Training**

- Recruitment based on specific skill sets resulted in productivity gains
- Pre-process training modules specifically created to meet the specific needs of the process
- Process training includes culture, systems and product with a dedicated coach for voice and accent

### **Operational Management**

- Re-engineered business processes and Six-Sigma initiatives led to significant process enhancement and increased revenue per call
- Client given real-time online access to project status and approach through Virtual Team Rooms
- Scientific resource planning put in place to manage unprecedented call traffic
- 'Power up' - an online guide for underwriting manuals, adopted by client
- Improved operational efficiency (handling times, throughput and accuracy)

### **Benefits**

- Revenue per call increased from £17 to £30
- All SLAs (Service Level Agreement) met for Non-Voice processes since inception
- Indian Center recognized as Center of Excellence for sales and claims
- Quality and productivity targets exceeded consistently

#### **For more information contact:**

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