



Customer Management Solutions

Customer Management solutions are of competitive advantage to insurance companies by improving customer satisfaction, accelerating response to market demands, reducing customer support costs, aiding sales and service requests and speaking in one voice to the customer.

In today's fast growing business environment, insurance business is facing a strong challenge. The insurance business is forced to innovate and implement so many technology advancements in order to beat the customer expectations and challenges faced from the competitors. To meet the challenges, the insurance provider should be equipped with necessary tools to service the customer and retain the customer with focus on customer delight.

Mphasis' Customer Management Solutions

Mphasis FinSolutions provides insurance companies with a powerful solution for driving growth through its customer management solutions, iCRM and iCARE, powered by enterprise customer database.

iCRM – Inbound and Complaint Services

- **Customer Dashboard:** 360 degree view of the selected customer and maintain his personal and contact information
- **Prospect Management:** To create and maintain the prospect information
- **Service Request:** Ability to create service request for a customer
- **Customer Complaints:** Ability to create and monitor customer's complaints
- **Administration:** Helps to track the overdue activities and the workload for the current day or week

iCRM – Outbound Sales

- **Product Management:** To maintain basic information about plans and riders
- **Campaign Management:** To setup and manage campaign with relevant details including assigning the products for the campaign
- **Lead Management:** To maintain the lead information and update the status about each lead
- **Enrollment Management:** To create an enrollment with necessary details including payments

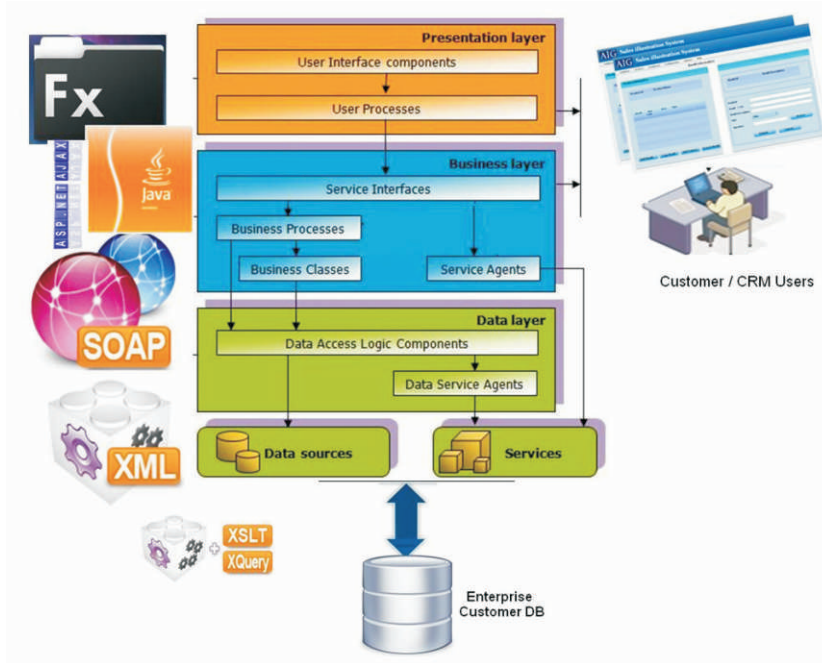
Web Solutions

Designed around today's latest technology with three-tier architecture

iCARE - Customer Self Service Portal

- **Customer Profile:** To view the personal details of policyholder
- **Policy Portfolio:** To view the policy details of the policyholder
- **Claims:** To view previous and current claim details and submit a new claim request
- **Personalized Hot Deals:** To provide personalized view of products and offers to policy holders based on their portfolio
- **Policy Services:** To perform fund switch and view fund performance

Three-tier Architecture



Benefits of Customer Management Solution

- A solution accelerator tailored for insurance industry and hence cheaper, faster to implement, and eliminate hefty license costs
- Compatible with the widely used policy administration systems (eg. OLAS, Ingenium) and hence can be integrated seamlessly
- Aids improved sales by cross-sell / up-sell activities through campaigns and hot deals and personalized insurance offerings to policy holders
- Enables to view customer activities from various touch points to proactively address current customer needs
- 360 degree view of the latest policy information for policy holders powered by enterprise customer database
- Rich user experience as the solution is based on a rich internet application framework

About Mphasis

Mphasis is a leading Applications, Infrastructure Technology, and Business Process Outsourcing services provider. The company delivers real improvements in business performance for clients through a combination of technology know-how, domain and process expertise. With currently over 34,000 people, Mphasis services clients in Financial services, Manufacturing, Healthcare, Communications, Media & Entertainment, Transportation & Logistics, Energy & Utilities, Consumer & Retail industries and Governments around the world. To know more, visit www.mphasis.com

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