Tech Mahindra
BUSINESS PROCESS SERVICES

Persistency Across Insurance Value Chain for Increased Retention

Industry Overview

Globally, insurers lose 18-20% of their customers annually. Poor persistency leads to a difficult time in building up the right amount of capital to meet future claims obligation.

Poor persistency leads to a difficult time in building the right amount of capital to meet future claims obligations 60% of insurance carriers do not have any persistency management framework capable of managing and reporting persistency across product value chain.

Technology Landscape

Integrated Persistency Layer (UI) with existing systems and applications to track, manage, and report persistency

Challenges Faced

- Lack of proactive persistency measurement system to capture customer behavior
- Lack of customer segmentation-based analysis to sell the right product to the right segment
- Malpractice by insurance agent to encourage policy holders to buy new policies for higher commission
- Limited reminder mechanisms for premium payment
- Lack of comprehensive customer socio-economic heat maps
- No mechanism to reach out to customers directly and address their concerns to avoid willful cancellation of orphan policies in case of the change of agent/broker
- Need for a single platform for renewal management process, sales, operations, underwriting, and customer service to collaborate to increase persistency

How We Deliver Persistency Benefits

We consistently refine the persistency approach and fine tune it to reflect the macro factors and organizational strategy and tactics. Our analytics solution builds compressive persistency control and management framework to aid decision making. It uses external, internal, structured, and unstructured data sets to gain insights and empowers insurers to predict persistency issues and manage collections, marketing, claims customer service, and retention proactively across product lines.

Key features:

- GDPR compliant
- Mobility services and real-time reporting
- Alerts and reports through mobile, email, and social networking for customers, agents, and staff
- Planning and execution of premium pool in advance
- Extendable benefits to policy holders

Key Facilitators

Front Office Policy Holder administration
- Customer Education
- Experience Management
- Service Perform Management
- Relationship Strategy
- Customer Profile

Front Office Policy Acquisition
- Need Analysis
- Rating
- Quoting
- Policy Document Generation
- Premium Financing

Underwriting
- Underwriting Decision
- Pricing
- Catastrophe Planning
- U/W Quality Assurance
- Pricing
- Reinsurance Management
- Legal Compliance Management

Policy Services
- Renewal Processing
- Billing and Collections
- Cancellations/Reinstatements
- Account Services
- Policy Changes
- Premium Audit

Claims Management
- Settle Claim
- Notice of Loss
- Fraud Detection
- Determine Coverage
- Reserve Management
- Claim Performance Management
- Investigate Loss

Persistency

TECH M Offerings

Consulting

- Change Management
- Model Office Implementation
- Gain Sharing

Analytics

- Big Data Lab for Data Stimulation Models
- EMS, Integrated AI and Socio Platform
  - Mobility services and real-time reporting
  - Alerts and reports through mobile, email and social networking for customers, agents, and staff
  - Planning and execution of premium pool in advance
  - Extendable benefits to policy holder

Automation

- RPA Solutions
- Augmented automation and AI capability involving Decision Tree to yield better STP rates impacting persistency
- Chatbots and Self-help launch pads: Mobilize customer queries via self-help launch pads to reduce agent/carrier dependency
- Centro Tool (UI Path Persistency Management) for tracking replacement of policies
- IBM Watson: Document Management

GDPR Framework

- General data protection regulation focuses on implementing an enterprise level data protection framework, scalable for channel partners, agencies, and other intermediaries across insurance value chain
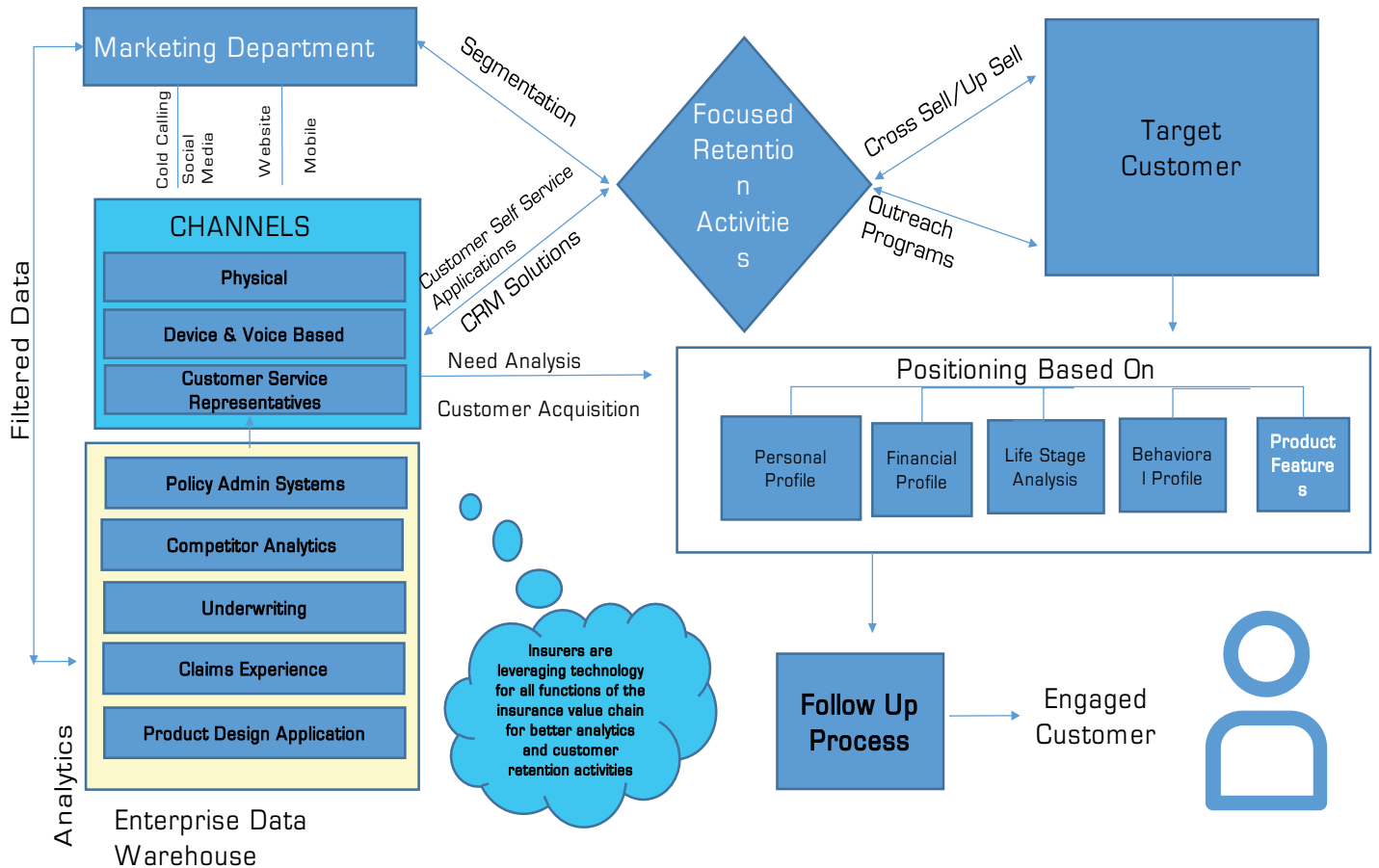
Key features include

- Date data subjects rights
- Data breach notification
- International data transfers
- Accountability
- Broader territorial scope

Where we have done this before

- Implemented analytics-led customer retention, persistency Programs for a leading South African Bank
- Developed a POC for claims-led persistency module for a large disability insurance carrier

Solution Diagram

Marketing Department

Cold Calling | Social Media | Website | Mobile

CHANNELS

- Physical
- Device & Voice Based
- Customer Service Representatives

Policy Admin Systems

Competitor Analytics

Underwriting

Claims Experience

Product Design Application

Enterprise Data Warehouse

Filtered Data

Analytics

Segmentation

Customer Self Service Applications

CRM Solutions

Need Analysis

Customer Acquisition

Focused Retention Activities

Cross Sell/Up Sell

Outreach Programs

Target Customer

Insurers are leveraging technology for all functions of the insurance value chain for better analytics and customer retention activities

Positioning Based On

| Personal Profile | Financial Profile | Life Stage Analysis | Behavioral Profile | Product Features |

Follow Up Process

Engaged Customer

About Tech Mahindra BPS

Tech Mahindra Business Process Services (TechM BPS) is the BPO or BPM arm of Tech Mahindra – a USD $4.5 Billion company with 115,850+ professionals across 90 countries, helping over 864 global customers including fortune 500 companies. Tech Mahindra is amongst the Fab 50 companies in Asia (Forbes 2016 list) & in India's Top 50 Super Companies of 2016.

Entering a new era of transformations, TechM BPS has re-focussed energies towards 'Creating memorable digital experiences everyday' for customers. We are part of the USD 19 Billion Mahindra Group that employs more than 200,000 people across 100 countries. The Mahindra Group operates in key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, information technology, financial services and vacation ownership.

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