



INSURANCE EDITION >

**Be the insurer
that customers
trust first, today &
tomorrow**



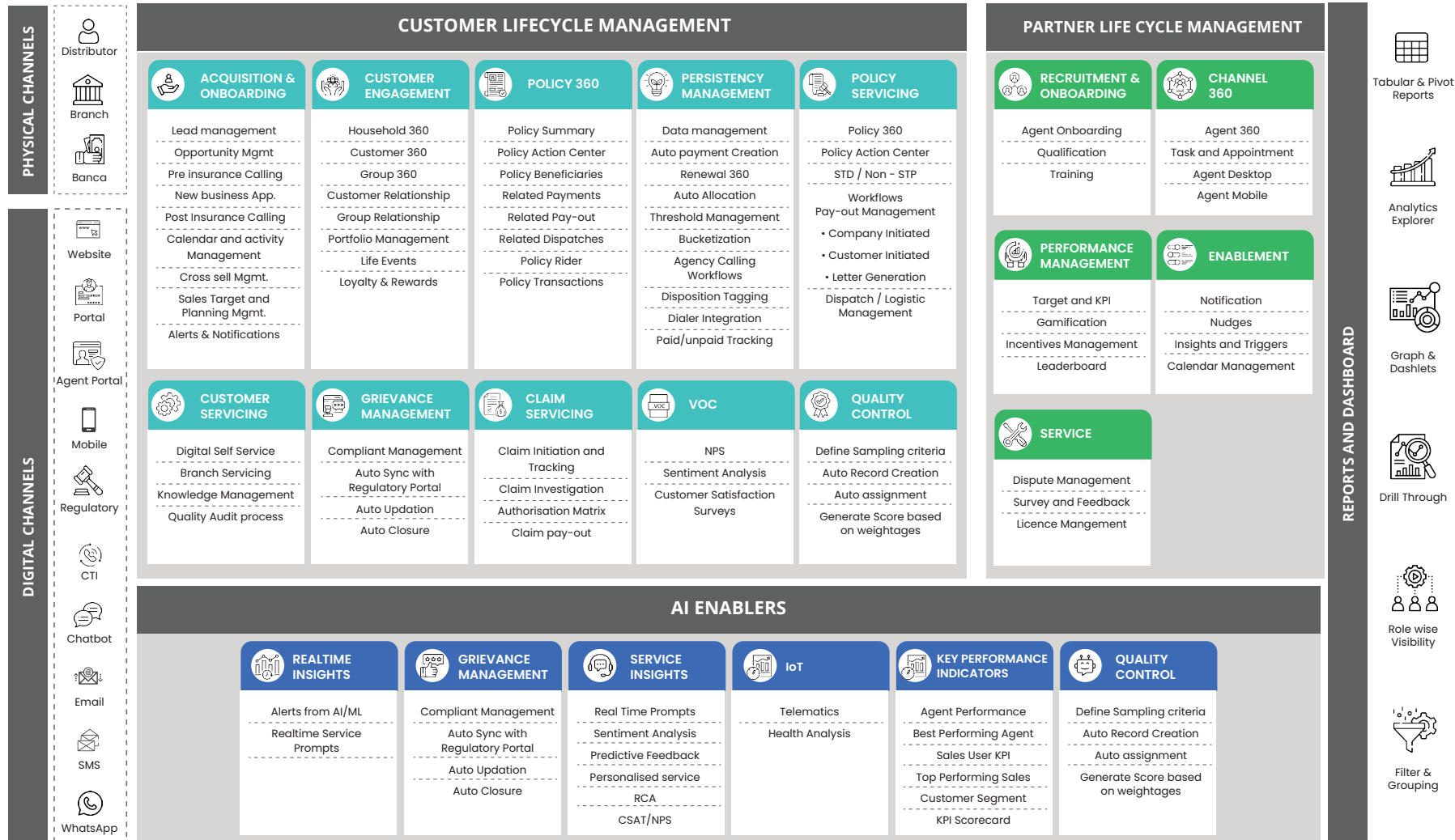


Deliver 1:1 experience in Insurance ►

Digital and mobility have raised the bar on insurance experience and expectations from customers. They can now buy policies, file service requests, policy serving, claims servicing and access agents, insurance quotes, and policy information with a few taps on a screen, anytime. The insurance industry faces a crucial, dual opportunity: the chance to fulfill growing customer needs while keeping the cost of operations low, translating into increased profitability and growth.

To achieve these goals, winning insurers turn to BUSINESSNEXT for personalizing every aspect of the customer experience, develop flexible product service solutions within full compliance and leverage smart processes to enable hyper-automation with hyper scalability. With BUSINESSNEXT's universe of composable products for insurance, you can quickly tap into emerging sales, service opportunities and offer a continuous channel experience on a unified platform. Meet your customer's everyday insurance needs and deliver an empowering, transformative customer experience with BUSINESSNEXT.

Purpose-built for Delivering a Simplified Insurance Experience ➤



FASTER SALES

Boost acquisitions

- Enable your customers to buy insurance policies with intelligent digital journeys
- Capture inquiries from all channels and auto-route to the right agents with smart routing logic.
- Minimize drop-offs with intelligent win-back processes.

Onboard customers faster

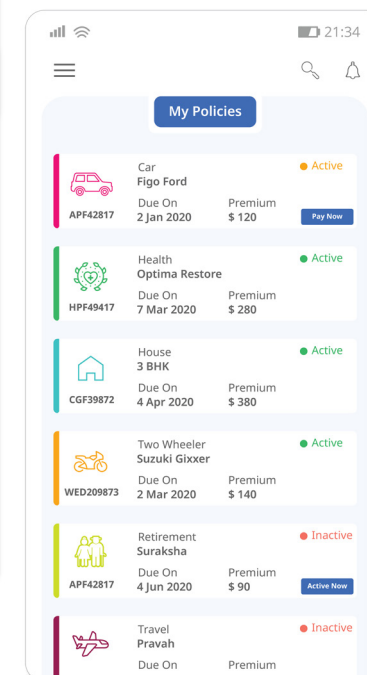
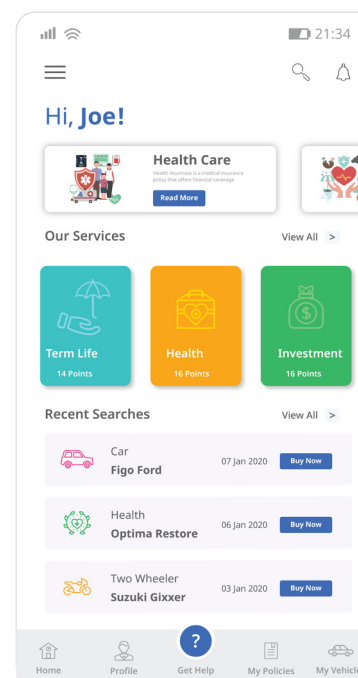
- On demand video-enabled eKYC to cut down issuance time and eliminate fraud.
- Automate end-to-end workflows from welcome letter to policy documents.
- Reduce post-issuance grievances with unique pre-issuance and post-issuance calling processes.

Increase cross sell

- Analyze existing customer intelligence in real time to provide contextual, personalized offers
- Automated decisioning processes for instant approvals
- Enable teams with guided upsell/cross sell call scripts

Boost persistency ratios

- Personalized, AI/ML driven renewal offers through targeted renewal campaigns with auto-creation of calling workflows with real time notification and alerts
- Send automated reminders and alerts to customers when their premiums are due, or when their policies are about to expire
- Get real-time analytics to understand customer behavior and preferences with data on customer retention rates, policy renewals, and customer satisfaction levels and more



SMARTER SERVICE

Drive NPS with Higher First Touch Resolutions


- Increase first-time resolution rates with STPs, smart chatbots, automated call scripts, real-time help, and an exhaustive solution bank.
- Faster resolution of routine and complex service issues on Open Communication Platform (OCP)
- Predictive analytics like sentiment analysis, happiness score, customer satisfaction surveys across channels and touchpoints

Easy policy servicing


- Comprehensive policy summary with a 360-degree view.
- Automated end-to-end processes for policy amendments with a policy action centre, funds changes, reinstatement, policy transactions, surrender, and retention.
- Generate and send letters straight out of the platform.

Faster claim processing

- Facilitate faster and simpler processes including initiation, workflow, policy riders, auto-approval matrix, intimation, and dispatch tracking.
- Enable customers to initiate and track claims across channel of their choice.
- Start claim investigation journeys and fast track claim processes.


SMART BOT

NEW MESSAGE




Hey,

My name is **Amanda** and I had raised a claim on **13/07/22** regarding my admittance to **Mount Clair's** Hospital for **appendix**

Was wondering about the status of my claim

My claim number is **#330BONDIQF345**

SMART BOT



Hi Amanda,

Thank you for reaching out to us. Your Claim **#330BONDIQF345** has been successfully **processed on 14/07/22.**

For further assistance, reach yout to your dedicated RM John Mayer at 1800 – 5555 – 76767.

ENABLING PARTNERS ➤

API driven partner ecosystem

- Integrate with partner APIs to take advantage of partner networks
- Leverage big data to personalize offerings and enable customer segmentation.
- Deliver mini insurance packages at partner touchpoints like mobile centers, amazon, car service centers and more

Partner onboarding

- Welcome partners & process huge volumes of interactions with a scalable partner portal
- Cut down onboarding time from months to just days.
- Enable partners and distributors to connect better with their customers

Optimize partner performance

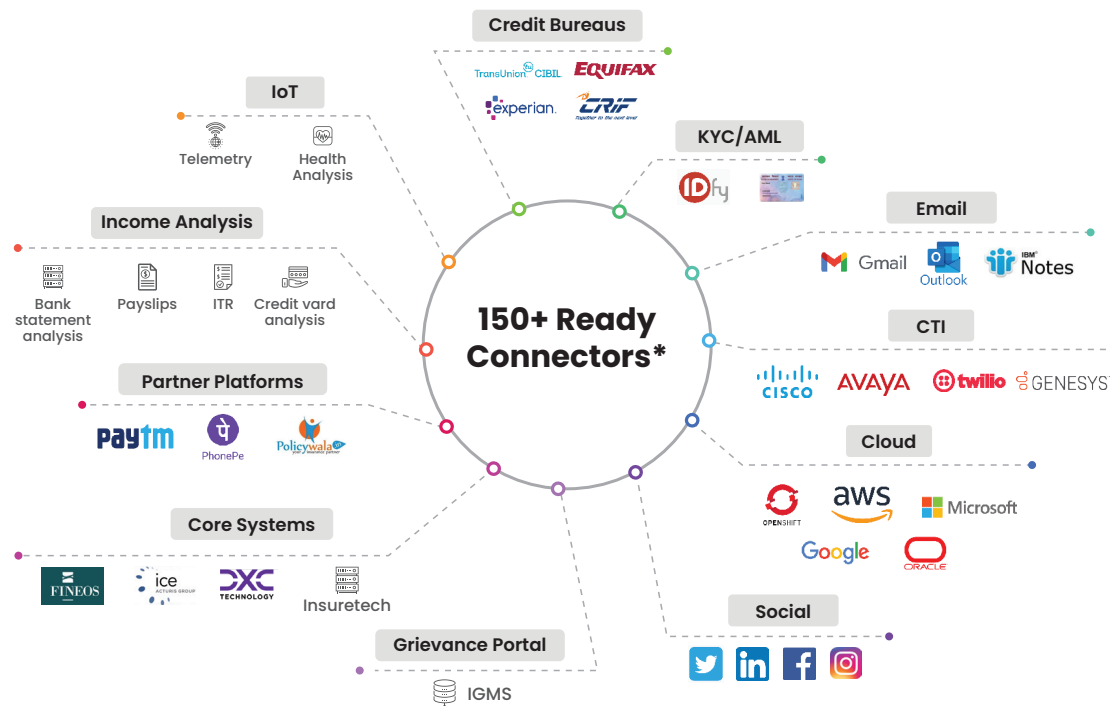
- Set up advanced analytics based incentives with role specific models, split and omnichannel incentives etc.
- Get granular insights on a partner performance and recommendations for next best actions.
- Gamify partner sales processes, boost conversions with higher performance and increase persistency ratio

Partner 360

- Get a complete, 360-degree view of intermediaries and agents
- Segment partners into various value bands based on revenue potential and profitability.
- Integrate partner data from multiple sources with strict security and privacy controls.

Partner servicing

- Comprehensive service request view, interaction history and other details
- Manage licences and take partner surveys and feedback regularly.



*Non-exhaustive list for reference

REAL HIGH IMPACT OUTCOMES* ➤

450%+ ROI realized in 24 to 36 months

9 to 12 months of payback period

250%
➤ Increase in First-Contact Resolution Rates (FCR)

80%
➤ Improvement in straight through processing

70%
➤ Improvement in service turnaround time

15%
➤ Improvement in persistency ratios

60%
➤ Reduction in avg. claim processing time

85%
➤ Reduction in policy servicing time

40%
➤ Reduction in servicing costs

30%
➤ Improvement in asset under management

40%
➤ Increase in positive customer experience index (PCEI)

*Average outcomes realized by BUSINESSNEXT customers



No.1 Digital Engagement Platform for Financial Services



Our Customers Manage **\$2.3 Trillion+** in Global Assets

Gartner Magic Quadrant for Sales Force Automation

“ CRMNEXT’s unique shape-shifting architecture provides commutable cloud capabilities that make it available on all deployment models. It delivers fast interaction times, especially for building customer relationships in real-time when the interaction with the customer is happening. The platform’s intelligent algorithms take past performance and current run rates into account to create strategies for meeting targets. Customers especially appreciate the support for a high degree of sales process complexity with artificial intelligence/machine learning (AI/ML) models, with no code required.

Gartner Magic Quadrant for Marketing Automation

“ CRMNEXT provides a rich set of AI-based technologies and predictive models for lead scoring. This is especially valuable to customers seeking to generate and manage high-quality leads using machine learning and automation. It has sophisticated data integration capabilities designed to support high-scale organizations managing multiple data streams. CRMNEXT is one of few vendors evaluated that allows for flexibility in deployment options for comprehensive marketing automation capabilities in on-premises, cloud-based and managed service models.

Gartner Magic Quadrant for Customer Engagement Center

“ CRMNEXT’s CEC solutions support real-time continuous intelligence with data science, AI and decisioning to enable more autonomous servicing. Reviewers have praised CRMNEXT for its professional services team. They especially appreciate the vendor’s personalized customer journey maps and implementation services. Its involvement of customers in the design process and code-free modeling show promise. CRMNEXT’s solution can scale easily, and its largest customer has over 300,000 daily users.