



## SBI General Insurance Goes Live with BUSINESSNEXT to Enhance Customer Engagement and Operational Efficiency

The platform will empower SBI General to deliver seamless, personalized services to customers across all touchpoints



**New Delhi, December 19, 2024:** SBI General Insurance, one of India's leading General Insurance companies, has successfully implemented the BUSINESSNEXT platform, a specialized Insurance Customer Relationship and Experience Management (CRM) solution, marking a significant milestone in its digital transformation journey.

This strategic launch empowers SBIG employees to deliver a superior and seamless insurance experience to its customers across India. The collaboration with BUSINESSNEXT aims to revolutionize customer journeys and boost operational efficiency on a large scale.

### ➤ **Key Highlights of BUSINESSNEXT Implementation**

The BUSINESSNEXT platform is seamlessly integrated with 20 different systems to ensure a unified and efficient operational workflow. There are Advanced Lead and Campaign Management features for **automatic prioritization of leads** and rating based on campaign sources for ensuring targeted and effective marketing efforts. **Contact Centre (CC)** and **Learning Management System (LMS)** teams are added to the complaints workflow, ensuring prompt and efficient resolution of customer issues. There are significant enhancements for **Net Promoter Score (NPS)** tracking, specifically tailored for servicing and renewals, ensuring a continuous improvement in customer satisfaction. The platform enables user groups like branch operations and underwriters to operate seamlessly across various channels.

**Straight Through Processes (STP)** have been built-in via an API layer for **higher First Contact Resolutions (FCR)** ensuring accurate and quick processing. It also provides pre-issuance support for digital sales, enhancing the customer acquisition process.



The BUSINESSNEXT platform underscores the company's commitment to adopting state-of-the-art technology solutions that enhance customer experience and operational efficiency.

*"We are excited to integrate the BUSINESSNEXT platform into our operations" said **Pankaj Pandey, Chief Information Officer, SBI General Insurance.** "This will not only strengthen our service delivery but also ensure that we continue to meet and exceed the evolving needs of our customers."*

**Sushil Tyagi, Executive Director, BUSINESSNEXT,** said, *"Our partnership with SBI General Insurance highlights the transformative potential of purpose-built CRM solutions in the insurance sector. This deployment allows SBIG to deliver personalized experiences at scale while adapting to evolving market dynamics."*

### ► **About SBI General Insurance**

SBI General Insurance (SBIG), one of the fastest-growing private general insurance firms, backed by the robust support of SBI, upholds a legacy of trust and security. SBIG position themselves as India's most trusted general insurer amidst a dynamic landscape. Since establishment in 2009, SBIG's expansion has been substantial, growing from 17 branches in 2011 to a nationwide presence of over 146 branches in 2024. In FY 2023-24, SBI General Insurance achieved significant growth, with a notable 17% increase in Gross Written Premium (GWP), reaching INR 12,731 crores.

