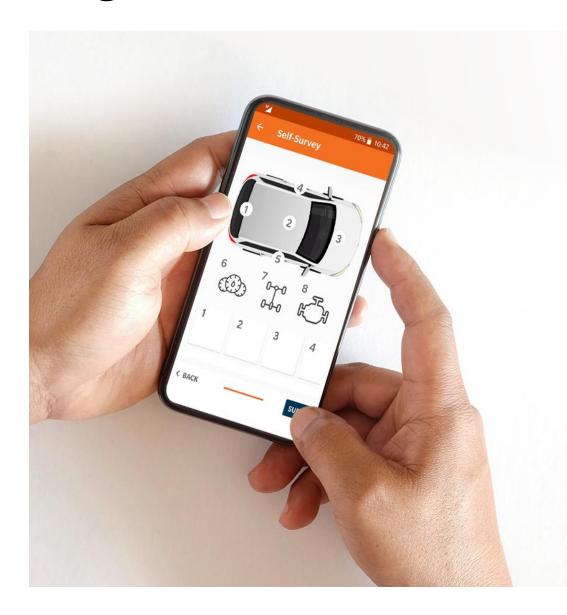


Digital Customer Journey



Buy Insurance via App

Get quotes, conduct a self-survey, attach documents, fill forms and Get Insured! New Products being added to the App



Make Premium Payments & Manage Claims

Enjoy paying online or at home collection as convenient, initiate claims process



Request Policy Changes & Renewal

Endorsements to policy can be requested through app. Receive Renewal Notification through App



Raise Complaints & Learn More

Raise Complaints and queries get ticket number for servicing and learn more about Products via App



Digitized Claims Process - Stage 1

Claim Intimation at Call Centre using intelligent forms Claim 'Surveyor Appointment' through surveyor module Hierarchy based real time 'Claim Approval Mechanism'

Bills raised by vendors uploaded on the system

Claim payments integrated with Financial System











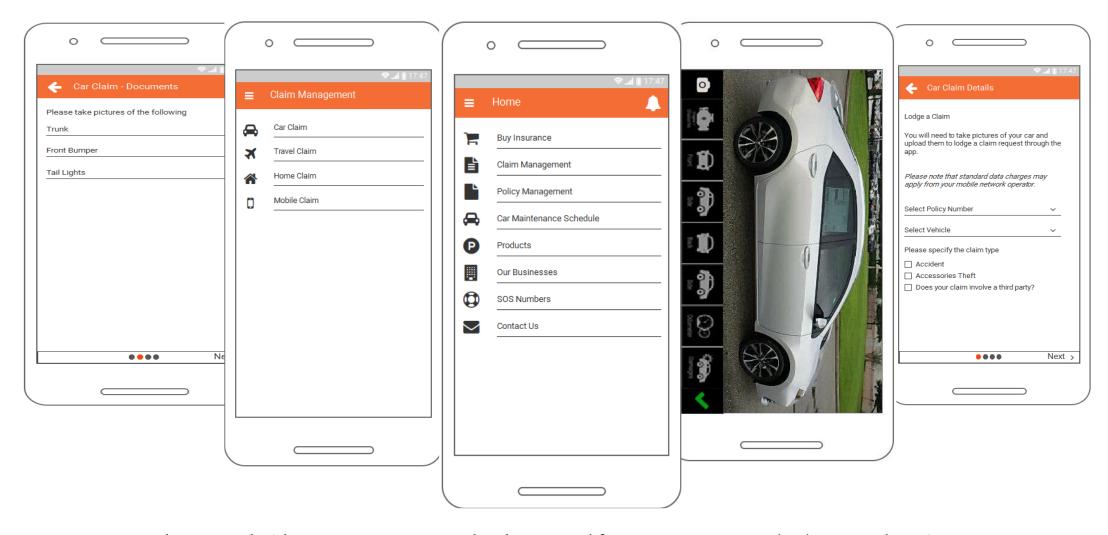
Claim Intimation through Mobile App 'On Site Claims Survey' upload using surveyor App

All required documents uploaded directly in System

Auto verification of bills using survey report & agreed price list

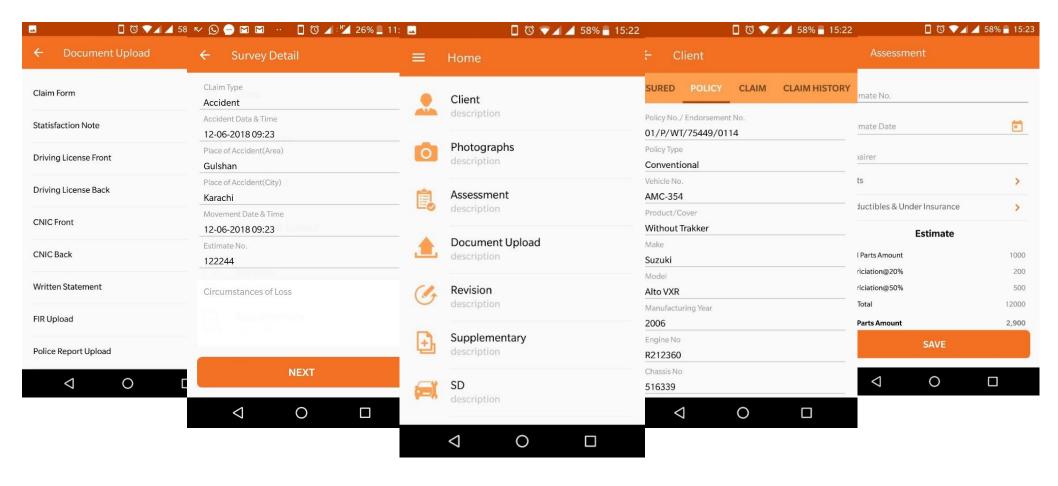
Direct Transfers /
Check Printing
(In Progress)

Digital Claims - Customer App



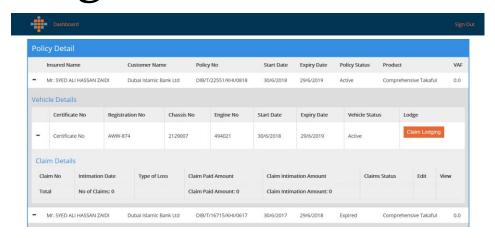
End to End Claim Process including **Self Surveys, Workshop selections etc. for Auto, Travel, Home and Mobile** Insurance Claims

Digitized Claims Process - Surveyor App

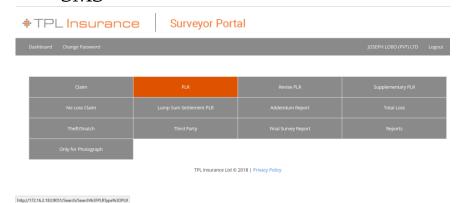


- 1. End to end survey process from surveyor assignment to final report issuance available on mobile App
- 2. All documents collected digitally and available with management for review and approval instantly

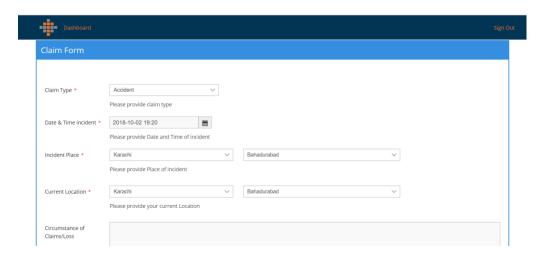
Digital Claims Process - Call Centre, Back Office & Approvals



- 3. Simplified Claim forms to reduce call time and number of inputs
- 4. Confirmation to customer for documents required and claim number shared on SMS



- 1. Claim intimation module at call center with Policy details & Claims history
- 2. Detail of Claim Incidents and Status updates



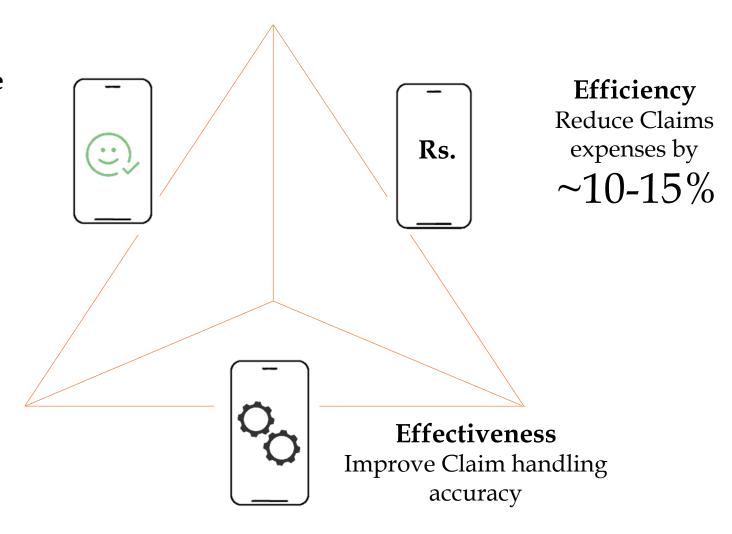
- 5. Surveyor appointment at back office and auto intimation to Surveyor through survey portal
- 6. E-claim approval process to ensure approvals on predefined hierarchies

Claims Digitization - Benefits Noted

Customer Experience

Increase customer satisfaction score by

 $\sim 20\%$ points



End-to-End Claim Digitization – Stage 2

Preventive Care

Digital First Notification of Loss (FNOL)

Automated Claims Assessment

Management

Digital Loss Settlement

Consumer Insight Driven Solution

Leveraging & Building Capability to Build Tomorrow's Solution







Consumer Scoring Algorithms

· Generate/Assign Average Score for each consumer based on behavioral profile created

Path Anomaly Detection

· Dynamically learn consumer routing activities to detect directional anomalies at each journey

Risk Profile Assessments Reports

Utilize data to create Consumer Risk Profile score to provide insights & improve offerings

Thank You