

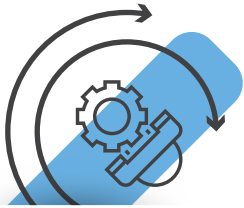
## Case Study

**India-Based Insurance Broker  
Achieves Significant Servicing  
Cost Reduction, With Platform  
LTIMindtree's SaaS iCEO<sup>TM</sup>**

## Client

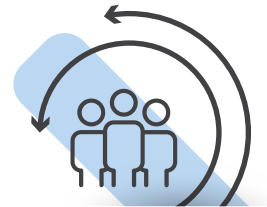
The client is one of the leading IRDA-recognized Direct Insurance Brokers, operating across 7 locations PAN India. It partners with over 500 leading corporates, belonging to varied sectors, including IT-ITES, Banking & Financial Services, Construction, Energy, Hospitality, and Advertising & Media, servicing over a million lives in India.

## Challenges



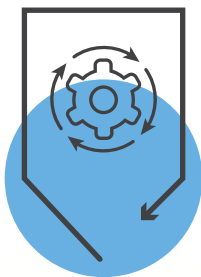
To develop a platform, offering end-to-end solutions for a broker's employee benefits business – a core engine for back office, streamlining through a robust account management module, and a client-facing module that connects consumers more strategically with the broker.

To enhance operational efficiency of the existing broker workforce and customer engagement, enabling cross-sell of retail insurance policies to the employees of the client's group business customers.

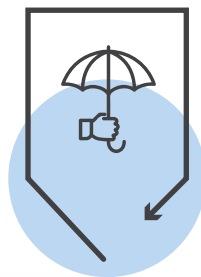


## LTIMindtree Solution

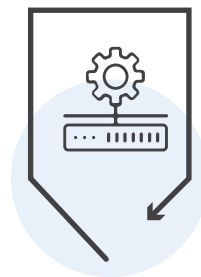
LTIMindtree's iCEOn™ is a futuristic SaaS platform for the Insurance industry, a common access platform, connecting various stakeholders of the Insurance Ecosystem. It helps provide Collaborative Communities, Sophisticated Analytics, Best Customer Experience, Social Media Integration, and Constant Enhancements through Partnerships.



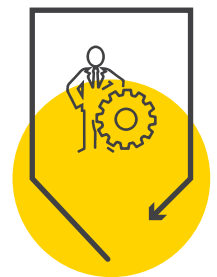
Built Employee Benefits platform, iCEOn™, for intermediaries to automate operations.



Scalable & extendable technology platform to address business requirements of other entities in the insurance ecosystem, and cater to other product lines.

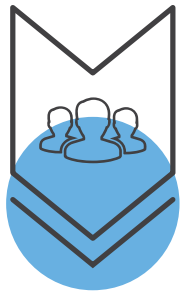


Leveraging partners to provide end-to-end services, including hosting and ongoing maintenance.

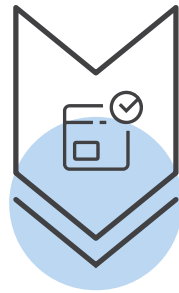


End customer's employee self-service.

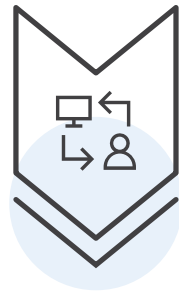
## Business Benefits



Client acquired three new corporate customers due to this platform.



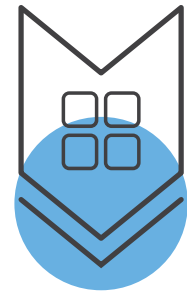
Delivered a comprehensive web-based system to fill the whitespace in the market, to connect the various stakeholders of an employer-sponsored EB program.



Improved operational efficiency for intermediaries through automation.



Enhanced client experience by providing a web-based self-service capability.



Opportunity for intermediaries to cross-sell multiple products.

**LTIMindtree** is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 84,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit <https://www.ltimindtree.com/>