Case Study

Pega Delivers Sales Automation for Leading Automobile Insurer

Client

Leading provider of Auto insurance, Loan and roadside assistance services

Challenges

Our client was facing a risk of losing business to competitors due to lack of digital engagement capabilities and challenges such as:

- Rigid and disconnected legacy systems
- Expansion of the sales portfolio while staying compliant with the insurance regulatory requirements
- Poor lead generation
- Lack of synergy between marketing and customer service operations

LTIMindtree Solutions

We delivered Pega-based Orchestration for Data Management (ODM) and helped reconcile pricing with financial growth to help the insurance firm maximize customer relevance and business value in each interaction.

Our Insurance industry specialists and Pega experts leveraged Pega's unified customer engagement solution to transform siloed sales, service and marketing operations into a cohesive engagement platform.
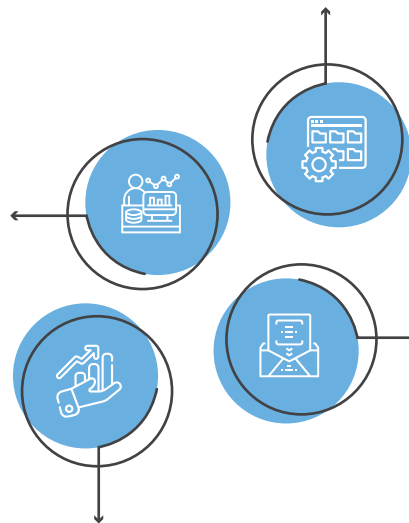
The implementation not only ensured compliance with regulatory requirements in customer acquisition process but also helped eliminate manual tasks of maintaining insurance sales standards.

LTIMindtree implemented insurance product design and sales regulatory accelerator that complemented Pega's capabilities to orchestrate sales and services of multiple insurance products along with pre-defined guided workflows for managing complex regulatory requirements across the enterprise.

Business benefits

- The benefits the insurer achieved through an extensive digital transformation spanned the entire sales value chain.
- The customer was able to generate and close new business leads upon improving the membership experience.

In addition to LTIMindtree's ready solution accelerator helping reduce the implementation efforts and time by 20-30%, other benefits were:

27%
increase in new
business volumes.

85%
increase in return
on investment.

41%
reduction in
customer churn rates.

20%
increase in marketing
conversion rates.