

SUCCESS STORY

ITGI's Digital Transformation Journey

Streamlining Portals, Simplifying Systems

Company Name:

Iffco Tokio

Industry:

Insurance

Location:

Gurgaon, India

Impact

Transformational Efficiency Enhancement

Application

ITGI Portal

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ITGI's Digital Transformation Journey

A CASE STUDY

Background

Digital adoption for streamlined policy creation, effective claims handling, and regulatory compliance are essential for any major player in the insurance sector today. IFFCO-Tokio General Insurance Company Limited (ITGI), a key player in the industry, needed to enhance efficiency in policy creation and claims settlement for various insurance products, including motor, non-motor, and health.



Our Approach

By crafting solutions that integrate IDIT with CRM and P400, Cubastion ensures that all contact, payment, and claim-related processes are streamlined and synchronized across platforms. This integration eliminates redundancy, enhances data consistency, and automates critical functions, such as receipt generation, policy creation, and claim handling. Additionally, Cubastion's solutions facilitate efficient intermediary management, surveyor assignment, and CKYC processes, ultimately providing ITGI with a robust, unified system that enhances operational efficiency, reduces errors, and improves customer satisfaction.

Solutions

- IDIT-CRM Integration:** Cubastion initiated a step-by-step integration of IDIT with CRM. The integration reduced dependencies on multiple systems.
- Angular Portal:** We developed an Angular Portal specifically tailored for motor claims. The portal seamlessly integrates with direct purchase channels and BIMA app for agent access, enhancing accessibility across various platforms.
- Comprehensive Integration:** Our team extended solutions beyond motor policies, like integrating IDIT with PEGA for health policies and using P400 for non-motor policies. Additionally, contact creation for motor policies is initiated in P400, simplifying the process for individuals purchasing both motor and non-motor policies.
- CKYC and Local Repository Management:** We designed solutions to seamlessly integrate ITGI's local repository, Trackwiz, and CRM, allowing users to search, populate, and create/update CKYC details efficiently.

Business Outcomes

Enhanced Efficiency in Policy and Claim Management

By automating key processes like contact creation, policy updates, and claim handling, Cubastion's services significantly streamline ITGI's operations. The ability to search and update contacts, assign service providers, and manage payments directly within the CRM portal enhances efficiency, reducing the time and effort required for policy and claim management.

Comprehensive and Real-Time Client Information Access

Cubastion's integration solutions allow ITGI users to access comprehensive client information and transaction history in real-time. This facilitates better customer service by enabling quick retrieval of client details and updates, whether dealing with new policies, claim settlements, or third-party claims, ensuring a smoother and more responsive customer experience.

Challenges Faced

- Complex Web of Technologies**
 A complex system of technologies, including PEGA, P400, Oracle, and CRM, made the motor policy processes intricate and vulnerable. A failure in one system could disrupt the entire policy creation process.
- Intricate Backend Processes**
 The backend processes for both motor and non-motor policies were complicated, causing inefficiencies in the policy purchase and claims settlement.
- Mandatory Customer C-KYC Implementation**
 The industry's regulatory landscape evolved with the mandatory implementation of Customer C-KYC.

Key Areas of Expertise Demonstrated

- Customized CRM Solutions**
 Specializes in developing customized CRM solutions tailored to client needs. These solutions facilitate efficient contact creation, updating, and searching, streamlining the customer management process and improving user experience.
- Claims Processing Optimization**
 Expertise in optimizing the claims processing workflow, from claim initiation and assessment to settlement. Their solutions integrate various systems to ensure smooth processing of claims, including third-party claims, and efficient assignment of service providers.

ABOUT CUBASTION

Cubastion helps global companies run their mission critical systems and operations while modernizing IT, optimizing data architectures, and ensuring security and scalability across platforms. Some of the world's largest companies and Indian Public Sector Undertakings trust Cubastion to deploy services to drive new levels of performance, competitiveness, and customer experience.

Over 17 years, Cubastion has built solutions that impact over 500+ million people around the globe working in different demographics across different cultures. earn more about Cubastion at www.cubastion.com

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