path

Application Based on .Net Architechture Sorts out Data in a Synchronized Manner

The challenge was to get proper data and information about the customer from Max's existing core-system or from other systems, collate it, process it and use it for meaningful interaction with the customers. Path architected and centrally deployed web-based application called vCollect to resolve the problem.

Customer:
Max New York Life Insurance Company Ltd.
India
www.maxlifeinsurance.com

Industry:
Insurance

Technology Used:
.Net

Max New York Life Insurance Company Ltd. is a joint venture between New York Life, a Fortune 100 company and Max India Limited, one of India's leading multi-business corporations. The client had aggressive plans to establish itself as a trusted life insurance specialist in an increasingly maturing and competitive Indian insurance industry. The Client has more than 200 product combinations in life & health insurance. Having presence across India with 25+ offices and best in class agency distribution model in place, the company was spearheading a major thrust into additional distribution channels to further grow its business.

Business Challenge

In a competitive industry scenario their business focus included effective customer interaction and personalized service to the existing customer who can be a prospect for another set of insurance product or can be a reference to others. They realized that a successful customer interaction could be possible only with the help of a proper data and information about the customer. The challenge was to get this data from its existing core-system or from other systems, collate it, process it and use it for meaningful interaction with the customers. The other task was to update information of renewal customers and how to track the performance of the tele-caller who is the interface between the customer and the company and also identify non-performing callers for further improvement in quality of interactions and collections.

Other challenges were – locating the customer in a countrywide operation and to detect customer response to collection of the premium amount and the related follow-ups to be made. Prioritizing of customers on the basis of their chances of paying and analysis of the calls and trend for a better visibility of the revenues coming from the renewals was also a need. Integration with the core system and other systems for collecting the data was also required.

Solution

Path analyzed their existing system and conceptualized a solution to bridge the gap between their business needs and their existing system functionalities. We architected and centrally deployed web based application called vCollect developed using n-tier .Net architecture. This application offered enhanced functionality like premium collection management and also addressed other needs related to policy holder data updating and analysis. The application was made available virtually anywhere in the client's network to any authorized user of the client using Path's add-on application vAccess for Single-Sign-On and access control.

Contact Us:

Path Infotech Limited
E-1, Sector 63,
Noida - 201 301
India

+91-120-4726-100
contact@pathinfotech.com

www.pathinfotech.com

ORACLE Gold Partner

Benefits

- Single platform for customer database and information management for detailed customer analysis.
- Easy categorization and prioritization of customer profiles based on policy value.
- Tracking premium payment schedules and capturing of customers response to follow ups.
- Quick identification of customer related problem areas and its resolution.
- Ability to take corrective action and ensure timely premium collection.
- Track effectiveness of sales force and control collection achievement in terms of volume and value.
- Personalized service leading to satisfied customers/policy holders.