

## Infosys Insurance Customer Relationship & Information Management (CRIM) Solution

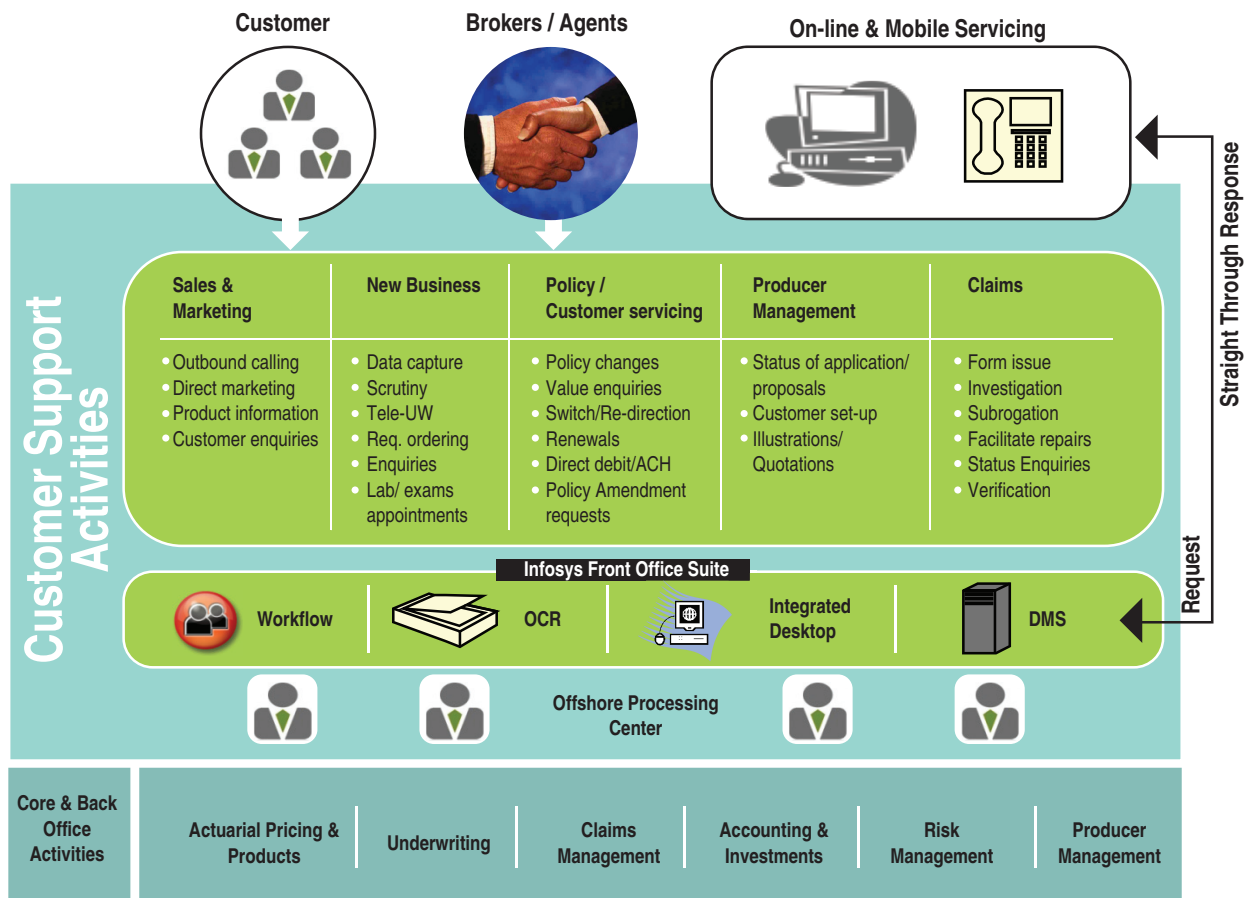
Insurance industry is facing significant challenges and drop in demand due to various factors, primary amongst them being customer dissatisfaction. Customer Support Services of insurance companies is plagued by numerous legacy systems, outdated processes and data quality issues. There is a significant need to integrate systems, data and processes to provide best in class customer experience leading to customer retention.

Furthermore, with growing competition and increasing customer demands, customer experience is becoming a key differentiator. While customers interact with organizations through a multitude of channels – contact centers, portals, mobile devices, sales personnel and retail outlets; contact centers are still the most preferred channel and also among the most expensive as shown by industry studies. Hence, maximum benefit lies in optimizing the contact centers first.

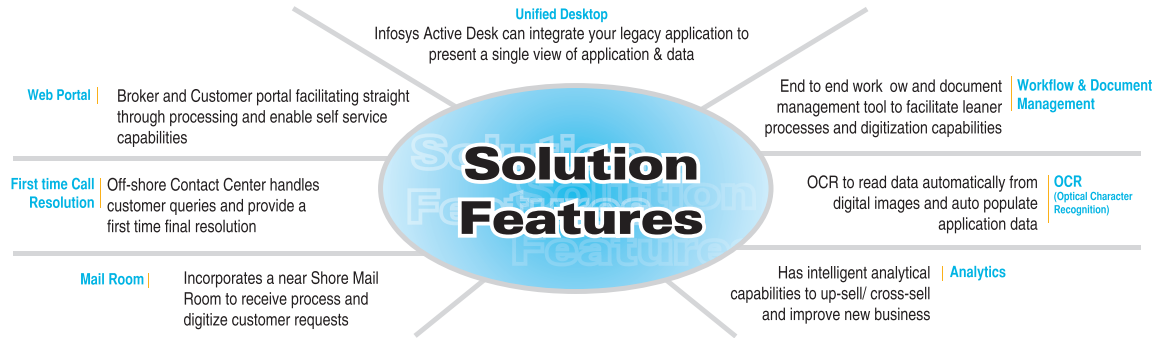
### About Insurance CRIM Solution

Infosys Insurance Customer Relationship and Information Management (CRIM) is a unique offering to enhance customer experience. It integrates data & applications, provides single customer view and brings in cutting edge technology tools supported by a robust processing framework. It improves customer service significantly and also brings in cost reduction by about 35%. In addition, CRIM provides self capabilities to customer through its state of the art online portal. CRIM enhances Insurance Company's capability to cross and up-sell to existing customers using its inbuilt analytical capabilities.

### Solution Architecture



## Key Features of CRIM Solution



## Business Benefits

<b>Enhanced Customer Service</b>	<ul style="list-style-type: none"> <li>Significant positive impact on the First Call Resolution count</li> <li>Reduces average handle time, call hold, lowers call transfer and enables CSRs to consistently perform with greater accuracy thereby enhancing service experience</li> </ul>
<b>Reduced Operation Cost by 30% to 40%</b>	<ul style="list-style-type: none"> <li>To realize upfront cost arbitrage by leveraging global delivery mode</li> <li>Enables greater adherence to processes, creating an environment that supports the elimination of costly service errors and lesser training costs</li> </ul>
<b>Improved CSR Productivity</b>	<ul style="list-style-type: none"> <li>Simplifies work flows for CSR, enhancing their productivity</li> <li>Integrated view of their key performance measures helps them identify areas of productivity improvement, and proactively undertake corrective measures</li> </ul>
<b>Robust Cross-Sell Framework</b>	<ul style="list-style-type: none"> <li>The context-relevant repository of sales promotional material, simplifies the organization's product offerings for CSRs to help them present these offerings to prospective customers, on call</li> <li>Long-term strategic framework for organizations to leverage the contact center to aggressively explore opportunities for cross-sell and up-sell</li> </ul>
<b>Reliable Performance Management</b>	<ul style="list-style-type: none"> <li>Productivity snapshot helps organizations identify areas of cost slippage and processes that are not optimized for efficiency</li> <li>Helps managers clearly focus on areas of concern and take suitable &amp; timely action</li> </ul>

## Allied services

### Business Process Outsourcing

We offer business process outsourcing solutions to our global clients by leveraging process, domain and people management expertise. We manage risk for our clients through a scalable, cost effective and predictable delivery platform

### Enterprise Solutions

We provide services and solutions spanning the enterprise value chain with focused groups aligned to products and functions built around centres of excellence. ES has delivered services and solutions in more than 28 countries spread across the globe.

### Infrastructure Management

We ensure that IT infrastructure and application are managed and operated on a 24x7 basis, ensuring high availability to provide better business value with a reduced Total Cost of Ownership (TCO) in a shorter time frame, utilizing the Global Delivery Model (GDM) of Infosys..

### System Integration

We deliver integrated solutions to the client organizations, by bringing together products and solutions from multiple vendors / partners, as well as services from the various internal vertical and horizontal practices within an integrated program management approach..



Building **Tomorrow's** Enterprise

For more information, contact [infosysbpo@infosys.com](mailto:infosysbpo@infosys.com)

### About Infosys BPO

Global organizations depend on Infosys BPO Ltd, the business process outsourcing subsidiary of Infosys Ltd (NASDAQ: INFY) to deliver measurable business value. Infosys BPO's strong focus on industry solutions, technology and a consulting based approach has created new engagement models to help clients build tomorrow's enterprise.

For more information about Infosys (NASDAQ:INFY), visit [www.infosysbpo.com](http://www.infosysbpo.com).