

Improve Customer Experience with Siebel Insurance Solutions

As an outcome of the global recession & sudden downturn of the financial industry, we have seen payment defaults with drastic reduction in consumer spend. In this situation consumers are found to be averse to new insurance products and demanding more services & risk coverage for every penny spent.

The Internet & its associated social networking have created a new breed of customer who is smarter, more sophisticated, more networked & informed and far more demanding.

Due to the changing demographics and customer needs, insurance

products add value & innovation to the existing products.

For Insurance firms, it is not only important to build a customer relationship by providing the right product & service through cost effective distribution channels but also provide a superior customer experience throughout the customer life cycle - lead, on boarding up to claims disbursement and beyond.

To cater to these business challenges, customers have partnered with us time & again for the following constant value adds provided by us -

- Innovative Business Accelerators
- Broad Spectrum of Services
- Proven Customer Experience

Ready Business Accelerators for Insurance Industry

Based on global project experiences, Cognizant has enhanced the configurable Siebel Insurance application and created various templates and frameworks that would map the business needs & accelerate your Siebel implementation. Clients who have partnered with us have achieved quicker time to market and save 10-15% of the discovery, design and development cost by leveraging these accelerators during implementation.

dynaCampaigⁿ: Multi channel closed loop marketing solution for multi LOB Insurance providers to achieve remarkable marketing

SalesPartner: Helps give your sales force complete visibility into each prospective sale through effective lead and opportunity management.

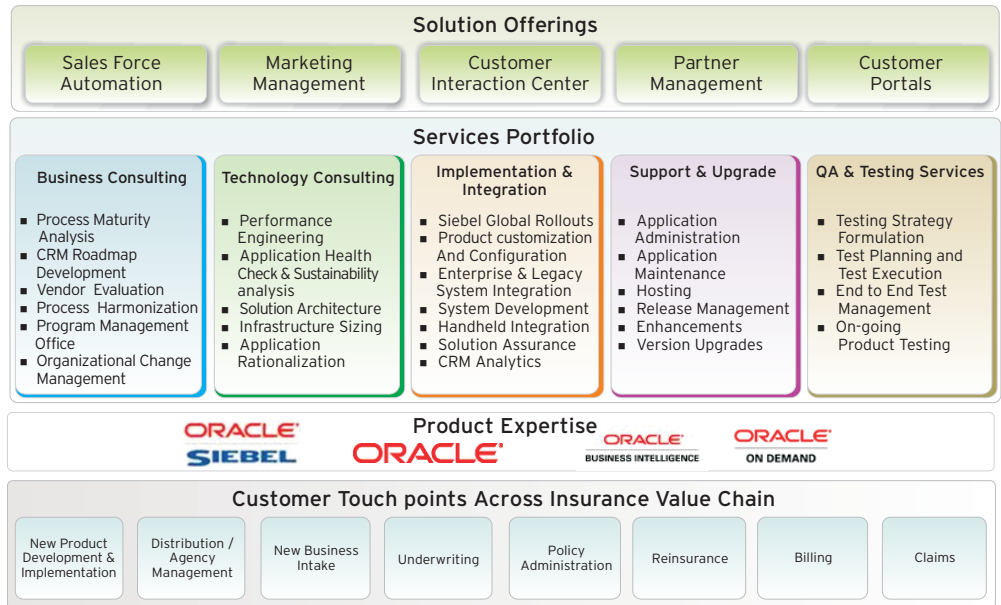
AgentLife: Agent Life Cycle Management Solution from recruiting to ongoing service and support



Insurance Business Accelerator Solutions

firms are continually trying to reduce the time to market for new

Cognizant's established partnership with top CRM vendors like Oracle Siebel CRM and insurance focused broad spectrum of service offerings enables us to offer accelerated CRM solutions & services to large and medium scale insurance firms which in turn help them enrich the end customer experience and, ultimately, build sustainable stronger businesses



Broad Spectrum of Siebel Service Offerings

CAFFIN: (Customer Acquisition Framework For Insurance): Helps in accelerating the process for acquiring new customers by automating the applications processing, empowering agents with real-time quotes and sales illustrations and also straight thru process of applications while exchanging data with various insurance back-office systems like underwriting.

ProductC2G: Lifecycle Management for insurance products to achieve Excellence in Speed-to-Market and Product Innovation

inLifeService: Multi-channel end to end service solution for multi LOB Insurance providers based on customer experience management

XLClaims: To help carriers improve claims efficiency and lower claims adjusting costs while improving customer satisfaction

Cognizant's Siebel Competency Highlights:

- 100+ Clients, 400+ Projects & 1800 Professionals
- Strong Alliance Partner with Oracle-Siebel including Beta Test partner for Siebel 8.0 & 8.1
- 200 techno-functional experts and more than 2000 man-months of Siebel Insurance project experience
- Working for 4 of the top insurance players

Start Today

We are redefining the way companies experience and benefit from global services. If you have the passion to make technology the core of your business, Cognizant delivers a trusted partnership, cost savings and results to get you there.

Note:

For more information on how to drive your business results with Cognizant, contact us at inquiry@cognizant.com or visit our website at <http://www.cognizant.com>.

Proven Customer Experience

One of the top insurance firms wanted to change their existing Sales system as the existing users faced numerous issues in effectively utilizing the application and had to resort to manual paperwork for their day to day working. Cognizant delivered an automated Sales Force Automation tool on Siebel Platform that involved best in class harmonized process flows across multiple lines of business. There was a significant increase in user adoption & improve sales force effectiveness.

Partner with us for your CRM Needs

Cognizant's Customer Solutions Practice (CSP) is dedicated to helping clients strengthen their customer relationships by providing strategic CRM solutions based on industry domain experience and technology expertise.

Our strong industry focus allows us to deliver solutions across the entire value chain of Insurance, starting from new product introduction to sales and marketing and finally billing & claims.

Proven unique global delivery model allow solutions that are responsive, easier to implement & enrich the end customer experience and help make our client's business stronger.

Our understanding of CRM process harmonization techniques & market readiness blueprints have helped clients implement several Large & Complex Global CRM Implementations.



Cognizant | Customer Solutions Practice
Passion for building stronger businesses

World Headquarters

500 Frank W. Burr Blvd.
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Fax: +1 201 801 0243
Toll Free: +1 888 937 3277
Email: inquiry@cognizant.com

European Headquarters

Haymarket House
28-29 Haymarket
London SW1Y 4SP UK
Phone: +44 (0) 20 7321 4888
Fax: +44 (0) 20 7321 4890
Email: infouk@cognizant.com

India Operations Headquarters

#5/535, Old Mahabalipuram Road
Okkiyam Pettai, Thoraiyakkam
Chennai, 600 096 India
Phone: +91 (0) 44 4209 6000
Fax: +91 (0) 44 4209 6060
Email: inquiryindia@cognizant.com