

**DATAMATICS**

**CUSTOMER MANAGEMENT  
SOLUTION FOR THE  
INSURANCE INDUSTRY**



# CAPABILITIES ACROSS INSURANCE LIFECYCLES

At its core, the insurance customer cycle revolves around providing comprehensive support, where their experience is paramount. Our journey map illustrates the dynamic interplay of three vital insurance segments supplemented by their CX offerings.

## Customer Management Service Offerings for various types of Insurances & Policies



## Our CX Offerings Across These Domains

Service & Support Stage

Policy Management & Modifications

Claims Assistance

Claims Processing Stage

CX Surveys & Feedback

Renewal & Loyalty Stage

## SUCCESS STORIES



Deployed speech analytics to decode implicit, explicit & predictive insights using customer call data for a leading life insurance company



Integrated a database system for an insurance aggregator in order to autofill previously obtained customer information during form filling/signups



Improved conversion rate for a healthcare grant by implementing a responsive web CMS solution to cater to customers seeking online medical insurance quotes



Designed a policy comparison webpage with graphical charts to help buyers make an informed decision while purchasing from an insurance aggregator partner



Formulated a risk-assessment cum policy premium calculator for a car insurance aggregator in order to provide personalised offerings to customers



Reduced claim processing time by 30% with Artificial Intelligence for an insurance provider. Extracted relevant information from Investigator Reports (IR's) using cognitive capture

## BUSINESS IMPACTS

**18% improvement in NPS** with a churn reduction of **12%** achieved through enhanced CX initiatives

**Turnaround time (TAT)** for query resolution & claims processing improved from **T+1 day to <4 hours**

**30% reduction in policy lapsation** due to timely intervention & offers

DATAMATICS  
**Deep in  
Digital**



We deliver end-to-end CX services for insurers across Life & Annuities and P&C. In 2024, our 1,310-member team serves 16 clients, generating US\$5.97M in CX revenue. Work is primarily APAC-led (81–90%), with 1–10% from North America. Most FTEs support New Business Management (78%), followed by Policy Servicing & Reporting (9%), Claims Processing (7%), and other CX processes (6%). Services are delivered in English and Indian regional languages from Nashik, Mumbai, Puducherry, Chennai, and Livonia (US).

## GLOBAL CERTIFICATIONS & COMPLIANCE



ISO 42001:2023 for AI Management Systems and Solutions



Certified SEI CMMI Level 5



Certified ISO 27001:2013 for Information Security Management Systems

## ABOUT DATAMATICS

Datamatics enables enterprises to go Deep in Digital to boost their productivity, customer experience, and competitive advantage. Datamatics' portfolio spans across three pillars of Digital Technologies, Digital Operations, and Digital Experiences. It has established products in Intelligent Document Processing, Robotic Process Automation, AI/ML models, Smart Workflows, Business Intelligence, and Automatic Fare Collection.

Datamatics caters to a diverse global clientele across Banking, Financial Services, Insurance, Healthcare, Manufacturing, International Organizations, and Media & Publishing. The Company has a presence across four continents with significant delivery centers in the USA, India, and the Philippines. To learn more about Datamatics, visit [www.datamatics.com](http://www.datamatics.com)

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