How India's leading Health Insurance Company Streamlined Customer Communications and Operations with AI in weeks!

DSW
Data Science Wizards®

About the Customer

India's leading Health Insurance Company is committed to clinical excellence, patient centricity, and ethical practices. With a robust hospital network and skilled professionals, it delivers high-quality care across India and beyond.

The Challenge

The health insurer's customer care team managed hundreds of emails daily across policy renewals, cancellations, endorsements, and servicing. This email-to-ticket process was fully manual, resulting in:

1 Risk of human error and data privacy concerns from fragmented data flows.

2 Delays in processing even STP (Straight Through Processing) cases.

3 High ticket volumes increasing turnaround time and customer dissatisfaction.

4 Manual tasks like ticket assignment, duplication checks, and daily tracking consuming operational bandwidth.

The Critical Roadblocks

- Model Development was slow and resource-heavy, from EDA to model tuning.
- Deployment Gaps caused inconsistent workflows and poor scalability.
- Data Privacy Risks due to lack of unified data pipelines and oversight.

The Solution

The health insurance company implemented the DSW UnifyAI & DSW AgenticAI platforms to deploy its purpose-built vertical solution designed specifically for insurance operations. The engagement focused on automating the entire ticket lifecycle, from email ingestion to resolution, using AI models and GenAI agents trained on healthcare-specific language and business logic.

What the solution Delivered:

Fine-Tuned LLM for email classification based on healthcare-specific patterns.

End-to-End Automation of email classification and ticket creation.

API Integration and Deployment within the health insurer's systems for seamless, scalable operations.

Daily MIS Reporting for real-time tracking and performance insights.

Business Impact

The purpose-built insurance solution built on top of the DSW Unify & DSW AgenticAI platforms not only automated customer service workflows but also strengthened the health insurance company's digital foundation for future AI-led initiatives. Teams gained more time for high-value tasks, customers received faster, more reliable responses, and the organization achieved scalable efficiency across service operations.

Business Outcomes

- **500–600** tickets processed daily through full automation.

- **Significant reduction** in human error in ticket classification.

- **Faster, more consistent** ticket generation and routing.

- **Enhanced** operational visibility through automated reports.

Faster Decisions. Fewer Errors. Real Insurance Impact in record time.