How a Leading Life Insurer Transformed Customer Data Enrichment with DSW purpose-built insurance solution

DSW
Data Science Wizards®

About the Customer

A leading life insurer in India, offering a broad portfolio of protection, savings, and investment products across urban and rural markets.

The Challenge

CHSBC faced growing hurdles in managing customer data scattered across various sources. The lack of a unified system hindered efficiency, consistency, and responsiveness across teams.

1 **Data Fragmentation**: Customer data was scattered across spreadsheets, emails, and multiple disconnected systems, creating silos and inconsistency across teams.

2 **Operational Inefficiencies**: Manual processes and disconnected workflows increased operational overhead, error rates, and slowed response times.

3 **Limited Scalability**: The absence of a unified, structured database made it difficult to update, expand, or maintain customer data as the business grew.

4 **Reduced Agility**: Teams lacked real-time access to accurate customer data, restricting quick decision-making and limiting the insurer's ability to deliver responsive, high-quality customer service.

The Solution

To modernize its customer data operations with AI, the life insurer implemented a purpose-built insurance solution built on top of DSW UnifyAI and DSW AgenticAI platforms. The solution included a custom-built Customer Data Enrichment Platform that delivered:

A secure, structured database as the single source of truth.

Automated data ingestion, cleansing, and update workflows.

A user-friendly web interface for both bulk and individual edits.

Role-based access with full audit trails across departments.

Business Impact

The platforms with its vertical insurance solution are now core to the leading life insurers operations, enabling faster decisions, cleaner data, and future-ready AI adoption. With DSW's solution, the carrier moved from manual workarounds to scalable intelligence - built for the business, driven by results.

Business Outcomes

- **60%** less manual effort in searching and updating records.

- **10X** increase in data processing capacity across teams.

- **95%** of enrichment requests now completed within the platform.

What The Client Gained

- Real-time data enrichment without IT dependency.
- Advanced filters and queries by policy number, customer ID, or date range.
- Bulk uploads and streamlined manual entries.
- Scalable access across teams with security and governance baked in