



**Helped increase customer
base by 10 times**
for a leading insurance
service provider

COUNTRY
South Africa

INDUSTRY
BFSI



About Client



Business Requirement



Our Solution



Tools & Technologies



Key Features



Business Outcome



About Client

Our client is a leading service provider in the insurance domain since 25+ years, that engages with multiple insurance companies by offering white label solutions/products to their customers in South Africa with a 750,000+ client base.



Business Requirement

- Client was using Genesis CRM since long which was built with a legacy technology & architecture which made managing 10 million databases of customers quite difficult
- There was multiple manual paper-based process e.g., claiming the amount (covered under Insurance) due to which manual mistakes and delays were occurring
- Client was looking for a strategic IT service partner who could manage their end-to-end digital ecosystem
- Non-scalable systems needed to be resolved
- Restricted business growth needed expansion
- Dependency on people needed to be lowered





Our Solution

- During the discovery phase, we provided the consultancy to identify and implement the new CRM system
- Implemented microservices (migration from monolithic) based architecture to meet the desired numbers, not only from scalability point of view but also for achieving higher availability. We hosted it over cloud for security reasons followed by DevOps to speed up the deployment process
- Used low code tool called Warewolf and developed more Microservices on top of it to maximize efforts
- Digitized the insurance sales by developing a mobile app for agents to capture the policy details. Adding to the same, customers were able to claim insurance amount with all necessary approvals & payments effectively



Key Features

BI & Data Analytics

- Management report
- Collection report for policies
- New sales report and more

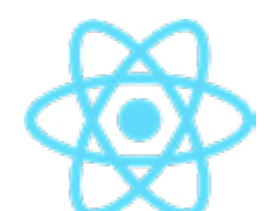
Applied ML to make the CRM system intelligent for future predictions: integration with expedia to customer data and predict policy plan

- **ML initials** – To predict the affordability of a customer on the initial sales
- **ML ongoing** – To predict the customer's propensity to pay for next month and based on that, take them through various journeys
- **Next best offer** – To predict the next best product that we offer to have a higher success rate on conversion





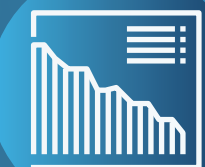
Tools & Technologies



Business Outcome



Saved development efforts by **20%**



Document rejection due to wrong field capture decreased by **18%**



Onboarding process time improved by **50%**



Increased customer base by **10 times**



Average insurance selling increased by **50%**





Established in 2000, Cygnets Infotech works with clients across 35 countries and has a strong team of over 1000 employees. Cygnets Infotech's offerings range from IT Services, Technology Products, and Tax Technology solutions. Aligned with its vision of providing technology enabled business solutions, Cygnets Infotech delivers end-to-end solutions for clients' most pressing business needs.

Cygnets Infotech's Technology Services enables clients to accelerate growth and optimize business operations through, Product Engineering, Bespoke Solutions, IT Modernization, Automation, Implementation Services, Risk Mitigation Services, Information Security & Compliance Services, and IT Staff Augmentation.



Cygnets DES is a partner to clients in the competitive market space and deploys a consultative and customer-centric approach. Its solutions range from standalone bespoke development and managed services to building connected ecosystems across the enterprise and developing smart systems by leveraging emerging technologies like AI, Blockchain, and Hyperautomation.

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