Business Requirements Document - EasyInsure

Version 1.0



1. Executive Summary

This BRD outlines the strategic transformation of Insurance through a BI-driven digital platform. The project leverages AI, Real-time analytics, and automation to streamline policy management, accelerate claims processing, reduce fraud, and enhance customer/partner experiences. Aligned with IRDAI compliance, it delivers measurable efficiency gains, cost savings, and competitive differentiation in the insurance sector.

2. Purpose

Primary Goal:  
Revolutionize insurance operations via technology to achieve:

* 90% claim settlement in <4 hours (vs. current 24+ hours).
* 30% reduction in fraudulent claims through AI/photo analytics.
* 95% partner SLA compliance (garages/hospitals).
* 80% customer self-service adoption for policy/claim management.

Strategic Objectives:

1. Replace manual processes with automated, rule-based workflows.
2. Enable data-driven decisions via real-time BI dashboards.
3. Strengthen regulatory compliance (e.g., auto-applied waiting periods (Agile)).
4. Expand market share through superior digital experiences.

3. Key Benefits

| Benefit | Success Metrics | Target Timeline |
| --- | --- | --- |
| Operational Efficiency | 90% claims processed in <4 hrs | Update 1 (Launch) |
| Fraud Reduction | 30% decrease in fake claims | Update 2 |
| Cost Savings | 40% lower manual review costs | Update 3 |
| Customer Retention | 25% increase in NPS | Update 4 |
| System Reliability | 99.9% uptime | Update 4 |

4. Expected Outcomes

Financial:

* ₹15M annual savings from fraud reduction.
* 20% lower OPEX (Operational Expenditure) via automation.
* Revenue growth from faster policy issuance.  
  Operational:
* Real-time claim tracking (15-min updates).
* Automated SLA alerts for partners.
* 70% reduction in document processing time.  
  Customer:
* 24/7 self-service (policy edits, claims, docs).
* 50% faster resolution via WhatsApp/video support.  
  Strategic:
* Market leadership through AI-powered fraud detection.
* Expanded partnerships via automated onboarding.

5. Project Scope

In-Scope:

* Policy Lifecycle Management:
  + Online purchase/renewal (Car, Health, Travel, Life) with dynamic pricing.
  + Auto-renewals via Paytm/UPI + WhatsApp/SMS reminders (30-day pre-expiry).
  + Self-service policy downloads/add-ons (e.g., zero-depreciation).
* Claims Processing:
  + AI-driven document validation (cashless/reimbursement workflows).
  + Real-time integrations: Hospital bed/garage repair slots via APIs.
  + Fraud detection: Photo matching, damage exaggeration analysis.
* Customer/Partner Portals:
  + Mobile app: Claim filing (photo-to-form), tracking, docs upload.
  + Partner dashboards: SLA performance, capacity utilization.
* Compliance & Security:
  + Aadhaar e-KYC, encrypted data storage, role-based access.
  + Auto-applied health waiting periods; 7-year audit logs.
* Analytics:
  + BI dashboards: Claim TAT, fraud hotspots, partner performance.

Out-of-Scope:

* Physical branch operations.
* IoT device integrations (Alerts for risky driving behaviour).
* Non-partner hospital/garage collaborations.
* Reinsurance contract management.

1. Project Constraints

| Constraint Type | Details | Mitigation |
| --- | --- | --- |
| Technical | Aadhaar/UPI API dependencies; multilingual support (Hindi, Tamil, Gujarati). | Agile testing; fallback auth mechanisms. |
| Financial | Budget cap: ₹8M for AI tools/cloud infra. | Phased feature rollout. |
| Time | Deadline: 30% fraud reduction by Q3 2025. | Parallel development tracks. |
| Resource | Shortage of AI/cybersecurity specialists. | Partner with certified vendors. |

7. Project Background

Current Pain Points:

* ❌ Manual claims processing (avg. >24 hrs; 45% require rework).
* ❌ Fraud losses: ₹5.2M/year from duplicate/exaggerated claims.
* ❌ Low self-service adoption (<30%); high call centre volumes.
* ❌ Inconsistent partner performance (70% SLA compliance).

Proposed Solutions:

* AI-Powered Automation:
  + Instant claim validation via rule-based engine + photo analytics.
  + Real-time fraud scoring (e.g., duplicate bill detection).
* Unified Self-Service:
  + Mobile app for policy/claim management + in-app video support.
* Partner Ecosystem:
  + Google Maps garage locator + automated SLA monitoring.
* Security:
  + Aadhaar e-KYC + end-to-end encryption.

8. Opportunities

* Predictive Analytics: Forecast claim risks using historical data.
* Blockchain: Immutable audit trails for consent logs.
* Gamification: Loyalty rewards for low-claim customers.
* APIs: Integrate with health/fitness apps for personalized premiums.

9. Business Needs

| Business Need | Solution | Priority |
| --- | --- | --- |
| Accelerated Claims | Automated processing + real-time tracking. | Critical |
| Self-Service Adoption | Mobile app + WhatsApp bot. | High |
| Fraud Prevention | AI photo analysis + duplicate claim checks. | Critical |
| Partner Compliance | SLA dashboards + penalty clauses. | High |
| Regulatory Adherence | Auto-applied waiting periods; 7-year logs. | Mandatory |

10. Requirements

Core Features:

* Policy Management:
  + Dynamic pricing engine (<5-sec quotes).
  + Multilingual support (Hindi, Tamil, English).
  + One-click add-ons (e.g., zero-depreciation).
* Claims Processing:
  + Mobile photo capture → auto-form fill → digital signature.
  + Garage/hospital integration via APIs (bed/repair slot data).
* Fraud Prevention:
  + AI-based photo analysis (damage assessment, duplicate detection).
* Self-Service:
  + Policy downloads; claim status tracking (15-min updates).

Advanced Features (Post-Launch):

* Virtual Support: In-app video calls for complex issues.
* Predictive Analytics: Fraud risk scoring.
* Loyalty Program: Discounts for claim-free customers.

Functional Requirements:

| Module | Requirements |
| --- | --- |
| Policy Purchase | Aadhaar e-KYC → dynamic pricing → Paytm/UPI payment (10-min timeout). |
| Claims Filing | Photo capture → auto-form fill → digital signature → instant fraud check. |
| Partner Portal | Real-time capacity dashboards; SLA breach alerts. |

Non-Functional Requirements:

* Performance: 99.9% uptime; <3-sec e-KYC; <5-sec quotes.
* Security: GDPR-compliant encryption; role-based access; 7-year audit logs.
* Compliance: IRDAI standards; data localization.
* Scalability: Support 500K concurrent users.

11. Key Stakeholders

| Role | Responsibilities | Engagement Level |
| --- | --- | --- |
| Internal |  |  |
| - CEO/CFO | Budget approval; strategic oversight. | High |
| - IT Team | Development, security, API integrations. | High |
| - Claims Department | Fraud rule definition; SLA monitoring. | Medium |
| External |  |  |
| - Customers | UAT testing; feedback. | Medium |
| - Partner Garages | Real-time data sharing; SLA compliance. | Low |
| - IRDAI | Compliance audits. | Low |
| - Payment Gateways | UPI/Paytm transaction processing. | High |

12. Schedule & Milestones

| Phase | Timeline | Key Deliverables |
| --- | --- | --- |
| Planning | 2 weeks | BRD sign-off; resource allocation. |
| Design | 4 weeks | UI mock-ups; fraud AI architecture. |
| Development | 12 weeks | Policy/claims modules; partner APIs; mobile app. |
| Testing | 4 weeks | UAT; security audits; performance tuning. |
| Launch (Update 1) | 2 weeks | Core features: Policy mgmt., auto-claims. |
| Update 2 | Q3 | Fraud analytics; partner dashboards. |
| Update 4 | Q4 | Loyalty program; predictive analytics. |

13. Resources

| Resource Type | Details |
| --- | --- |
| Human | Project Manager (1), AI Specialists (2), Mobile Devs (3), Security Analysts (2). |
| Technical | AWS Cloud, Python/Node.js, React Native, Power BI, Aadhaar/UPI APIs. |
| Infrastructure | Encrypted databases (AWS RDS); 99.9% SLA hosting; DR site. |

14. Risk and Mitigation

| Risk | Impact | Mitigation |
| --- | --- | --- |
| AI Fraud False Positives | High | Human-in-the-loop validation; monthly model retraining. |
| Partner API Failures | Medium | Fallback to manual entry; SLA penalties. |
| Data Breach | Critical | Encryption; quarterly 3rd-party security audits. |
| Low Mobile Adoption | Medium | Incentives (discounts); UX optimization. |
| Regulatory Changes | High | Compliance task force; configurable rule engine. |

15. Assumptions

* Technical:
  + Aadhaar/UPI APIs remain stable and compliant.
  + Cloud infrastructure delivers 99.9% uptime.
* Business:
  + Partners agree to real-time data sharing.
  + Customers adopt mobile app for self-service.
* Operational:
  + IRDAI approves AI-driven fraud detection.
  + Call centre staff trained for escalated issues.

16. Glossary

| Term | Definition |
| --- | --- |
| TAT | Claim settlement time (start to finish). |
| SLA | Partner service promises (e.g., 24h repairs). |
| e-KYC | Digital ID verification via Aadhaar. |
| Zero-Depreciation | Add-on covering full vehicle repair costs. |