



Insurance services provider builds digital backbone with Aspire, grows stronger





About our Client

Our client is a global risk management products and services company with inroads in global housing insurance and global automotive insurance services. Over the past few years, the client has forayed into the credit card warranty service, upping their ante in the global financial services business and introducing auto warranty services.

Context & Need

Our client, who was predominantly involved in the B2B side of the auto insurance business, was slowly venturing into the B2C space in the auto insurance domain.

The client was

- Looking to build a digital presence by creating a unified auto claims portal, where end users can go look for extended warranties and such.
 - The client was facing considerable losses due to fraud and duplication of claims.
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Team Strength:

Close to **150 experts** across various domains such as development, integration, testing, and business intelligence



Timeline

Our journey with the client

2018

- Partner, client ecosystem integration services
- Data migration services from legacy systems
- Standardization of reports
- Testing services for Salesforce, Cloud API integration
- App development (what's Pocket drive for?)

- Salesforce development
- UAT testing for CPQ sales tool

2019

- Work on claims portal -
Claims process review
- Claim fraud prevention
- iOCR
- CPM ecosystems
- LAIZ
- Production support

2020

2021

- Go-live of 2020 claims project
- Continued production support
- CPQ UAT testing
- Automation of COE, Alldata testing

2022

- Go-live of work for new card type (financial services venture)
- Go-live of travel insurance purchase-cum-claims portal
- Go-live of internal policy & claim management portal
- Vehicle services project contract



Aspire's Solution

Aspire Systems has previously worked with the client on several projects, including another important B2C venture where we leveraged machine learning and AI-based tools to develop ways to automate the claims adjudication process.

Aspire's solution also has helped salvage the claims fraud situation and the initial analysis of the outcome has shown a positive impact on the claims process.

For the auto claims portal for end-users, the client had a platform partially built using Salesforce when Aspire experts took over. Our team widened the approach by including Azure alongside Salesforce in the development process and optimizing the UI side of things, and business among others. This was then followed by the testing and integration towers where all the APIs and other aspects of the build were exposed. Aspire also worked on the data reconciliation cog of the portal where data had to be rallied back to banks and the primary database system securely. We were, hence, involved right from development, and integrations to data conciliation, and testing aspects of the project.





Overview of Services Rendered



Development

Salesforce development for multiple customer as well as in-house projects of the client



Business intelligence

Assisting with our customer's existing client conversion and retention while migrating from legacy systems to cloud as well as helping with new client load by automating data feeds



Integration

Mobile app for end users and dealers, service API for mobile apps, targeted promotions and offers for end users and dealers, improving accessibility with GPS-enabled searching of nearby dealers, repair shops, automating alert systems



Testing

End-to-end engagement including manual testing covering functional, hot fix testing, API testing, regression testing, etc., and automated testing.

Process around quote to sale, claims management, billings & payments, developing agent, customer portals & mobile app, integration with partner ecosystem made up of dealers, agents, financial institutions are the functional expertise touchpoints of Aspire with the client.



Areas impacted by Aspire



Quote & buy, claims portal

- An exclusive, custom portal was created for dealers to buy policies for customers and provide updates such as claims status
- The claim approval process was segmentized for quick review and approval
- The team also integrated the claims process so claim notifications are real time

Modernize integration in claims

- The client-dealer system was digitalized, moved to cloud with a microservices-based architecture
- A queuing system was implemented to process requests from multiple dealers, including claims requests

Claims management

- Overall workflow was improved by configuring the claims process, automating systemic steps with rule engine
- Machine learning tools were applied to the claim adjudication process to filter genuine requests
- Automated letter templates were created for customer updates

Testing

- End-to-end testing services with teams having a mix of manual testers and automation testing experts.
- Test scenarios were based on business scenarios for maximum optimization.
- Using API integration, performance testing & EFT testing ensured reduced defect slippage, enhanced product quality, and on-time go-live



Business Benefits

- Better sales and increase in revenue
- Quicker claims processing; better screening of claim requests for fraud, payment duplications; real-time notification of dealers, customers about claims status
- Improved operational efficiency
- Portals for dealers, end-users with better UI, scalability
- Knowledge repository with business workflow and database for easy induction of new users and stakeholders
- Better automation of repetitive testing modules; timely go-live of products due to thorough, systemic testing; superior overall quality of products due to comprehensive testing
- Extremely satisfied customers due to the speed, stability and scalability of products



Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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