



“Deploying ASG’s mobile first process solution accelerated Reliance Nippon Life Insurance Company’s growth while increasing sales effectiveness and productivity.”



Srinivasan Iyengar
Chief Operating Officer,
Reliance Nippon Life
Insurance Company



SALES INCREASED 50% IN 6 MONTHS WITH ASG’S MOBILE FIRST PROCESS SOLUTION

Business Processes that Reach the Edge of the Enterprise

BUSINESS BENEFITS

28,000+ Meetings per Month Authenticated by ~2600 ARDMs

20,000 Super Express Customers On-Boarded within 6 months

300 Branches Designated as Digi Branches Across 50 Regions with 100% Online Logins

75% Logins in Digital (Paperless) Mode

! CHALLENGE

Reliance Nippon Life Insurance Company (RNLIC) is one of the largest Life Insurers in India – providing coverage to over 10 million people. With over 720 offices across over 600 locations, RNLIC operates the largest branch network amongst private life insurers in India. As India is a complex market, RNLIC embarked on a transformation journey to deliver a superior customer experience - improving the sales process to enhance productivity, increase revenues, reduce fraud and penetrate deeper into serviceable markets.

Additionally, as the company’s customer service delivery was people oriented, RNLIC was also exposed to differences in individuals’ “emotional quotients”. Consequently, customer experience varied by region making it difficult to consistently report on metrics and KPIs. RNLIC had invested heavily in automation, but it was not-integrating with back office applications. The company needed to streamline its customer engagement model, improve sales productivity and validate customer identity. Given the added challenge that their underwriting decisions were taking up to three days to complete, RNLIC was seeking optimization solutions for its existing back office processes to enhance operating efficiencies.

🎯 SOLUTION

Reliance Nippon Life Insurance Company leveraged ASG Process Studio to create a mobile approach to their automated (albeit disjointed) processes. They revamped and standardized the sales process, added consistency to selling documents and offers, and created a modern ‘in the field’ applicant verification process using thumb print and video capture. Deploying ASG’s mobile first process solution accelerated the company’s growth while increasing sales effectiveness and productivity. Within 6 months, RNLIC saw a 50% increase in productivity as the transactions moved to mobile. Other benefits included a 30% increase in the transaction size and \$1.8 million in fraud losses was prevented. Optimizing back end processes and leveraging the Aadhaar biometric identity system to insure known people, enabled customers to obtain policy issuance in just minutes – rather than days. Leveraging ASG’s mobile first process platform, RNLIC created a smart phone application for their salesforce that engages applicants wherever they are, provides a consistent engagement and onboards the insured with guaranteed identity and agreement.

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