

# 1POINT1™

## PIWC: LIFE INSURANCE

OVERACHIEVED CLEARANCE TARGET RESULTED IN A **137%** RAMP-UP OF SEATS WITHIN A YEAR!

### CLIENT PROFILE

One of our premium client with an authorized capital of ₹20 billion and a paid up capital of ₹10 billion with currently 160,420 crores claim paid till date, 990 branches across India and 4,45,62,904 policy holders as on today.

### BUSINESS OBJECTIVE

Struggling to meet assigned clearance target of Pre-Issuance Welcome Call (PIWC) which was 78% on 1st Day and 90% on 3rd day for verification of new customer. This was causing delay in on-boarding of customers impacting the business.

### WHAT DID WE DO?

Designed Customized Campaigns :Day 1 campaign - Fresh Data gets assigned to advisors as and when it is uploaded on the secured server by the clients reducing TAT.

Day 2 and Day 3 campaign – Non-connected (NC) data flows automatically to Day 2 and then Day 3 campaign based on the dispositions.

NC campaigns - NC data to flow into this campaign after 12 churns and dialled until specified date or time.

Urgent campaigns - For priority customers, data can be uploaded by the client team for quick action.

### WHAT DID WE DO NEXT?

Web-service - Real time disposition sent on client's server once tagged by callers

Supervisor's Console - In-house IT solutions of Supervisor's Console was developed for all requests with direct access to the client team

Stop call requests can be raised & removed by client team

Data corrections along with mobile number changes can be done by the client team

Separate option of Critical Dispute recalling was provided

