

1POINT1™

RENEWALS: LIFE INSURANCE

RATED AS A TOP BUSINESS PARTNER FOR **3** YEARS IN A ROW AS
1POINT1 OVERACHIEVES CONVERSION!

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 2022-Q4.

BUSINESS OBJECTIVE

The major reason was their Manual Calling Strategy which was causing delay in renewal of the policies. This was resulting in substantial amount of revenue losses to the client impacting their business.

WHAT DID WE DO?

OPO carried a detailed study with our advanced Data Analytics in order to plan tailor-made campaigns based on language and Persistency

RAG Campaign (Campaign based of criticality of customer) - Data uploaded based on the pre-defined RAG (Red, Amber and Green) strategy to target specific customer payment trend and required attempts on data.

Language and Region-wise Campaigns – Separate campaigns were planned based on regions and preferred languages

WHAT DID WE DO NEXT?

Accessibility Console - Data updating (Cashiering and Stop Call files uploading in which status gets updated immediately) and Ease of data uploading and downloading



APPRECIATION RECEIVED
FROM CLIENT FOR
LEADING THE CHART



RATED AS OUTSTANDING
PERFORMER ACROSS
COMPETITION

