opentext™

Success story

Future Generali

Industry
• Insurance

Solution
• OpenText Exstream™

Results

📄 **Simplified high-volume batch printing and improved productivity** by 60 percent

⚙️ **Streamlined and automated the document generation process,** reducing costs by 80 percent and contributing to improved service levels and better customer experience

🚀 **Accelerated time** to market by enabling the creation of new offering or product communications within four days

FUTURE GENERALI
TOTAL INSURANCE SOLUTIONS

Future Generali delivers improved customer communication service

OpenText Exstream drives Future Generali market success with an expanding customer base

"With the OpenText Exstream streamlined and automated document process, there has been a significant improvement in real-time PDF generation, with a cost reduction of 80 percent."

Byju Joseph
Executive Vice President, Information Technology
Future Generali

Future Generali wanted to replace its legacy print software, which was unable to keep up with the growing customer communication demand. The company looked for an enterprise CCM solution to produce professional-looking commercial insurance documents, increase design flexibility and accelerate time to deliver documents to customers. Deploying the OpenText Exstream™ Customer Communication Management (CCM) solution has enabled the company to meet its 100 percent annual growth target, while increasing batch processing productivity by 60 percent and reducing costs by 80 percent.

Challenge

Insurer transforms CCM capability

India's insurance marketplace is dominated by joint ventures that fuse the powerful qualities of local experience and knowledge with global insurance expertise. Future Generali was formed in 2007 by founding partners of India's leading retailer, the Future Group and Italian-based insurance major, Generali Group, along with IITL, a leading investment company focused on life insurance and general insurance.

Separately, they are important and established businesses. The Future Group operates some of India's most popular retail chains in 90 cities and towns and in 60 rural locations across the country. It connects more than 300 million customers to more than 30,000 small, medium and large enterprises that supply products and services to its retail chains. The Generali Group has a strong reputation for its capital and financial strength, becoming a leader in the Western European insurance and financial markets with more than 180 years of history.

Since inception, the total insurance solutions, offering best-in-class products, supported by human capital, superior technology and consistent service delivery, have driven strong business growth for the organization.

"Insurance is a business in which both the customer and the company derive financial value only by staying invested in the relationship over a long period of time. Our objective is to be one of the most preferred and trusted insurers in India and we will do that by leveraging digital channels and by streamlining our IT systems to ensure that we cater to our customer needs promptly and provide a superior customer experience at all times," said Munish Sharda, managing director and CEO, Future Generali Life Insurance.

"Customer experience has emerged as a prime determinant of brand loyalty in the insurance industry. We have seamlessly integrated our offline and online channels to create a customer-centric architecture, which enables personalized communication delivery with more control and cost optimization. We are setting a benchmark with our approach to provide superior experience that helps not only in new customer acquisition but also in retention of our existing ones, thereby achieving a broad customer base, along with strong reputation in the market," said K.G. Krishnamoorthy Rao, MD and CEO, Future Generali India Insurance.

Expansion opportunities constrained

By 2011, market growth opportunities were being constrained by limitations of the existing process for creating and issuing insurance policy documents. To overcome this issue, Future Generali deployed the Exstream CCM solution.

There were several dimensions to the problem. First, Future Generali was not in control of the existing document generation process for batch statements. It was owned by an external print service provider. This process was slowed down further due to the need to consolidate static images and manually create PDFs. Meanwhile, an in-house software application only allowed a low level coded solution to generate on-demand statements.

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K.G. Krishnamoorthy Rao
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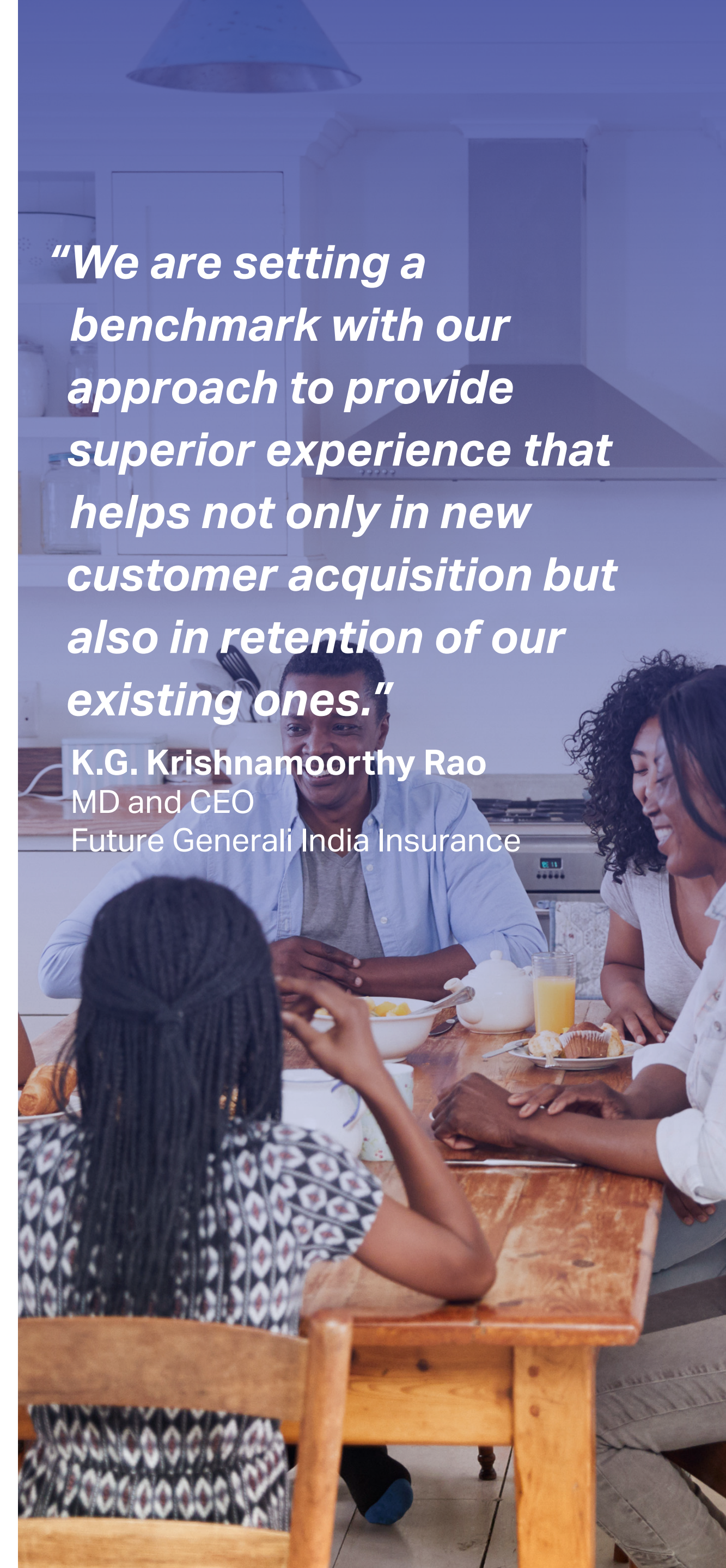
The combined impact of these shortcomings was a lack of flexibility and minimum control of the workflow. This made it difficult to stay ahead of the tracking, outsourcing and supervision issues. Potential customers seeking insurance solutions were frustrated by the apparent disjointed and lengthy document process and delivery.

Future Generali's executive vice president of Information Technology, Byju Joseph, recalled how the document generation system could not scale to a level that met their needs. The inability to implement changes was resulting in *"an increase in complaints about our delayed responses to customer queries and the time it was taking to deliver the policy document to them. The situation also meant that we were slow in taking new products to the market.*

"It was a major issue for us because we pride ourselves on our customer-centric philosophy and our goal of providing superior customer service. We met this goal through our knowledge-based business partners and employees with the support of innovative products and services."

Solution

CCM solution sought

Future Generali looked for a customer communications solution that would overcome the existing constraints to both its Life and General insurance operations and narrowed it down to two vendors.

The Exstream team conducted a highly successful on-site proof-of-concept with the participation of the IT and Operations teams and then tested by more than 30 users.

"The team was quick to understand our issues and offered advice where critical customer communication improvements could be made," said Joseph. *"They followed up with the key stakeholders by*

introducing the Exstream Professional Services team. This strength-ened the confidence we had in the Exstream solution."

The first implementation in India, was not only completed within the set budget, but two months ahead of schedule with the help of on-site consultants from Australia and UK. Future Generali began achieving a quick turnaround of policy documents. Different templates were easily adapted into the batch process along with personalized content. Information provided on the customer application form could be attached, shrunk and rotated as scanned TIFF images for Exstream outputs.

"Exstream formatting accommodates the fact that postscripts are in A3 output while PDF/TIFF files are in A4 output and enables an easy switch to an output multi-up setting. It used to be time consuming for our IT resources to change templates," said Joseph. *"It was a lot of manual work and sometimes involved a six-day cycle where they had to develop, test and deploy each template. But now, the streamlined generation process delivered by Exstream means one change is automatically deployed across all templates."*

Future Generali is now achieving better control of the communication process, which ensures correct content is being sent to the customers at the right time.

"This is important, because our engagement and communication with our customers is a continual journey that starts at the point of the initial insurance policy issue and continues right through to the maturity of the policy," said Joseph.

"This communications journey encompasses many aspects, such as customer application forms, a welcome kit, premium receipt, large number of terms and conditions and market or legislative changes. This can involve multiple communications to our customers in a single year."

"It could take 13 hours to batch process 10,000 policy documents. Now with OpenText Exstream, we are able to achieve this in four hours."

Byju Joseph
Executive Vice President,
Information Technology
Future Generali
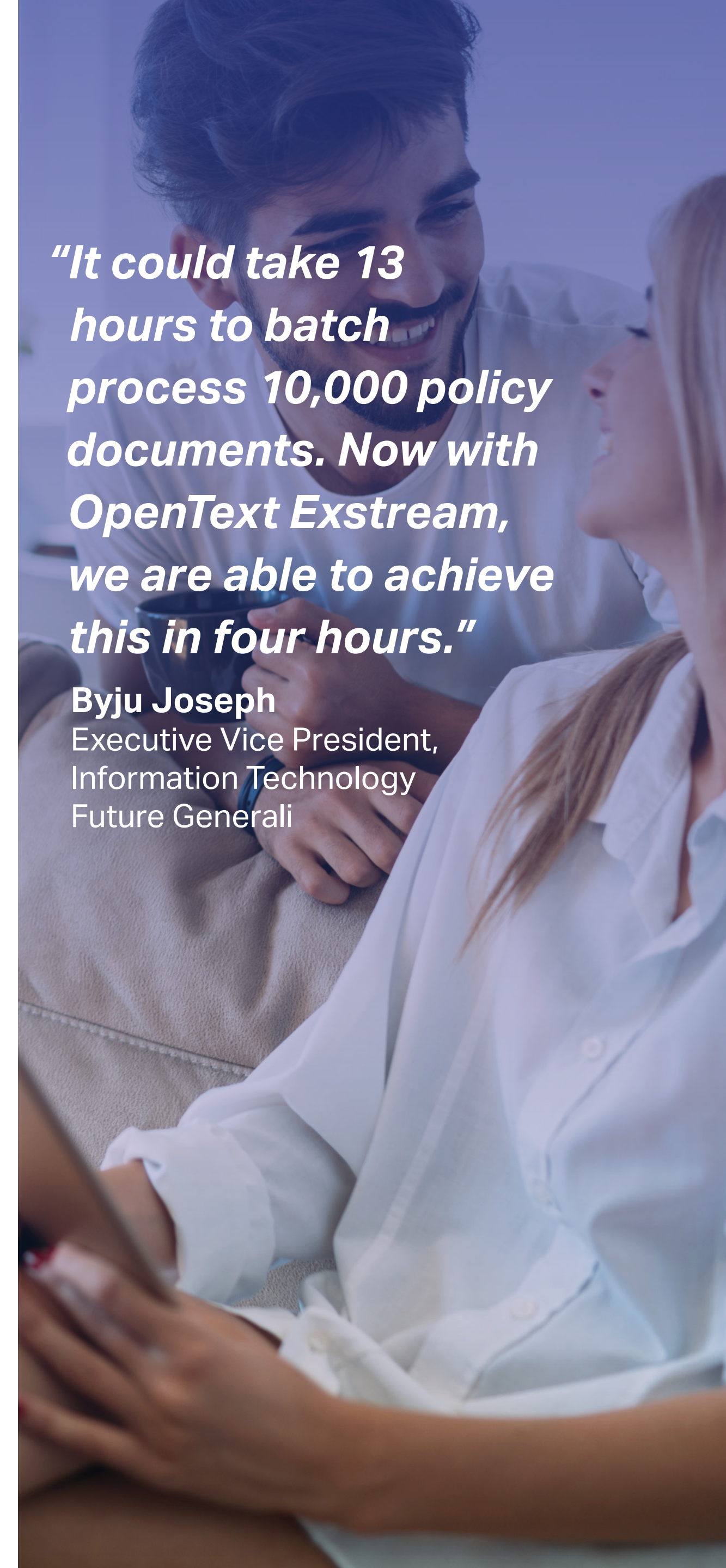
Benefits

Real-time productivity and cost reduction

Before the Exstream solution was deployed it could take 10 hours to batch process 10,000 documents. Now this is achieved within four hours. Future Generali set a batch application expectation target of 100,000 pages per hour. Exstream enables a batch job controller to support multi-thread processing and is delivering 170,000 pages per hour.

In real-time application terms, Future Generali's goal was set at 200 concurrent requests with a response time less than or equal to five seconds. Exstream enabled the delivery of 230 concurrent threads within that limit and achieving a response time of 3.8 seconds, handling a throughput of 46 requests per second.

The in-house solution has also removed the dependency on one print service provider. *"This was a real positive move, because it has allowed us to generate a significantly higher performance,"* said Joseph. *"With Exstream, we can manage the process internally and there has been a significant reduction in costs. The streamlined and automated generation process is delivering a cost reduction of 80 percent.*

"The increased level of customer satisfaction is very strong. The look and style of the documentation is easier to understand and nicely designed."

Pradeep Pandey, chief marketing officer of Future Generali Life Insurance said solutions such as Exstream, enable the company to be in touch with the customer, keep them informed and respond faster and more effectively at all times.

"In line with our philosophy of being 'Simpler and Smarter,' we aim to design products that are simple and easy to understand. Keeping in mind the customers' requirements at different stages of the lifecycle, we aim to bring more flexible and intelligent solutions," said Pandey. *"Our ability to handle such clearly enhanced real-time communication with existing and potential customers is impressive. The improved time-to-market that flows from this, validates the fact that Exstream will comfortably support the annual growth rate of 100 percent that Future Generali is now achieving."*

About OpenText

OpenText, The Information Company, enables organizations to gain insight through market leading information management solutions, on-premises or in the cloud. For more information about OpenText (NASDAQ: OTEX, TSX: OTEX) visit opentext.com.

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