



Slashing Customer Churn with Intelligent Vehicle Inspection Solutions



The motor insurance sector is increasingly acknowledging the critical need for advanced technology solutions to stay competitive and efficient. With the rapid digital transformation of traditional processes, insurance technology is becoming essential in optimizing end-to-end operations, from policy issuance to claims management. This case study illustrates significant advancements in technological adoption, focusing on innovations in pre-inspection processes implemented with one of our leading clients. By leveraging these technological advancements, the client has achieved notable improvements in their operation and service which helped them crack down on fraud and obtained several other benefits including easing the customer journey significantly.

Background

Our client is a leading indigenous Islamic insurer, Takaful, based in Oman, providing comprehensive insurance solutions, with a diverse range of products including motor, health, and liability insurance, they serve both rural and urban areas across the Sultanate. Committed to Sharia compliance, the company focuses on delivering innovative, value-driven insurance services tailored to individual needs.

Challenges

Our client had several challenges that needed to be rectified, but the critical one was their fragmented operations. Before unifying the system using the technology we implemented, most of the client's underlying challenges were due to the absence of a streamlined and unified system. Among the underlying challenges, fraudulent policy issuance was the common one due to faked vehicle conditions, leading to future claims for non-existent damages. This issue was exacerbated by the lack of comprehensive operational visibility, hindering prompt fraud detection. Furthermore, resource allocation was inefficient, with multiple underwriters redundantly handling manually assigned cases. The traditional process added to the problem by requiring customers to visit physical offices and personally manage processes with underwriters, causing significant inconvenience and high churn rates.

- Due to the lack of comprehensive operational visibility, policy issuance was prone to leakages, with faked vehicle conditions leading to undetected fraud and future claims for non-existent damages.

- Significant issues with internal resource allocation. Multiple daily cases were manually assigned and ended up being handled by several underwriters simultaneously, leading to redundant efforts and inefficient use of resources.

- The traditional policy issuance process demanded that customers visit an underwriter's office to complete their vehicle inspection and documentation. This inconvenient and time-consuming requirement disrupted the customer journey, resulting in a high customer churn rate as many customers chose not to proceed with acquiring their policies.

- Lack of proper processes to streamline the customer journey, resulting in inefficiencies and frustration. Customers often faced cumbersome procedures and delays, which hindered their overall experience and satisfaction with the service.

- The manual policy issuance process required customers to physically take their vehicles to an underwriter's location, causing significant inconvenience. This cumbersome procedure led to a high churn rate, with many customers dropping off the policy purchase cycle due to excessive effort and time required.



Solution Implemented

- A secure digital platform, iNube's Vehicle Inspection Solution, was introduced that required real-time verification. The new system allows for generation of unique features of live image uploads with precise location coordinates to help track each application. This approach ensured that each policy issuance was validated against the actual documentation and location, preventing the creation of fake policies and detecting fraudulent activities more effectively.



■ With the new system, cases are auto assigned to the respective underwriters using a smart queue monitoring system. This ensures effective resource alignment, preventing overlaps, and optimizing resource utilization.

■ Web and mobile applications were customized to the internal flows. This allowed the users (direct customers and underwriters) to securely upload their vehicle information and documents directly to underwriters. Additionally, the underwriting process was made more efficient and faster through the automation of report generation. This streamlined the underwriting process and eliminated the need for physical visits.

■ Furthermore, the Vehicle Inspection System came with added privacy and security, enabling the submission of only live captured images, each tagged with precise location coordinates. This approach significantly enhanced the authenticity and helped in verification of remotely submitted images.

Business Benefits



Fraud-free, Reliable Inspection Process

Enhanced real-time verification & automated the pre-inspection process reducing frauds in policy issuance which safeguarded financial resources, enhancing overall trust and integrity in the insurance process.

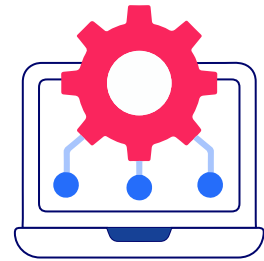
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Enhanced Operational Efficiency

This technology-driven solution further streamlined vehicle inspection processes, enhancing operational efficiency and ensuring greater trust among policyholders and stakeholders.

2



Automation of Resource Allocation

Efficient and effective use of internal resources led to better case management, streamlined processes, minimized redundant efforts, and improved productivity.

3



Improved User Experience

Simplified and accelerated policy issuance to improve customer satisfaction for and retention, leading to increased policy uptake without droppages and operational efficiency.



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The introduction of the new vehicle inspection application has significantly transformed the motor insurance process. By replacing manual methods with advanced digital features, the application addresses key issues such as fraudulent policy issuance, inefficient resource management, and inaccurate vehicle assessments. Its real-time photo and video evaluation, combined with comprehensive verification tools, ensures higher accuracy and reliability in vehicle inspection. This modernization reduces fraud, boosts operational efficiency, and enhances customer satisfaction, contributing to a lower churn rate. Overall, the new system represents a major advancement in improving the integrity and trustworthiness of the insurance process, especially from the customer's perspective.



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