



Let's Solve

**CAR  
INSURANCE**



Pega Delivers Sales  
Automation for Leading  
Automobile Insurer



A Larsen & Toubro  
Group Company



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## Client

Leading provider of Auto insurance, Loan and roadside assistance services

## Challenges

Our client was facing a risk of losing business to competitors due to lack of digital engagement capabilities and challenges such as:

- Rigid and disconnected legacy systems
- Expansion of the sales portfolio while staying compliant with the insurance regulatory requirements
- Poor lead generation
- Lack of synergy between marketing and customer service operations

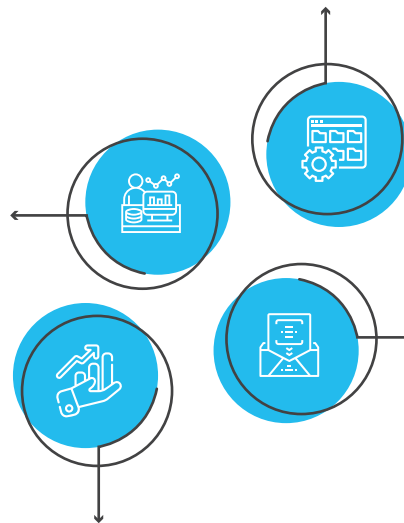


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# LTI Solutions

Our Insurance industry specialists and Pega experts leveraged Pega's unified customer engagement solution to transform siloed sales, service and marketing operations into a cohesive engagement platform

We delivered Pega-based Orchestration for Data Management (ODM) and helped reconcile pricing with financial growth to help the insurance firm maximize customer relevance and business value in each interaction



LTI implemented insurance product design and sales regulatory accelerator that complemented Pega's capabilities to orchestrate sales and services of multiple insurance products along with pre-defined guided workflows for managing complex regulatory requirements across the enterprise

The implementation not only ensured compliance with regulatory requirements in customer acquisition process but also helped eliminate manual tasks of maintaining insurance sales standards



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## Business benefits

- The benefits the insurer achieved through an extensive digital transformation spanned the entire sales value chain
- The customer was able to generate and close new business leads upon improving the membership experience

**In addition to LTI's ready solution accelerator helping reduce the implementation efforts and time by 20-30%, other benefits were:**

27%  
increase in new  
business volumes



85%  
increase in return  
on investment



41%  
reduction in  
customer churn rates



20%  
increase in marketing  
conversion rates



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LTI (NSE: LTI) is a global technology consulting and digital solutions Company helping more than 360 clients succeed in a converging world. With operations in 30 countries, we go the extra mile for our clients and accelerate their digital transformation with LTI's Mosaic™ platform enabling their mobile, social, analytics, IoT and cloud journeys. Founded in 1997 as a subsidiary of Larsen & Toubro Limited, our unique heritage gives us unrivaled real-world expertise to solve the most complex challenges of enterprises across all industries. Each day, our team of more than 30,000 LTIites enable our clients to improve the effectiveness of their business and technology operations, and deliver value to their customers, employees and shareholders. Follow us at @LTI\_Global

