

# CASE STUDY

## Improved Operational Efficiency for a leading Indian Insurtech company



### Tech Stack:

- React Js
- Redux-toolkit
- NextJs
- MongoDB

### Euphoric Thought Technologies:

- Software Product Engineering
- Cloud
- DevOps
- Data Engineering & ML
- ServiceNow Consulting

### Challenges

The client's operations team experienced difficulties acquiring real-time information about the insurance policies of its existing clients. The majority of client complaints were not resolved by the call center team during the initial call. To obtain client information, the representative needed to log into multiple systems.

### Solutions

To address the challenges faced by the client operations team in accessing real-time information about existing insurance policies and enhancing the efficiency of resolving client complaints, Cx360 a unified cloud-based technology solution, was implemented which served as a centralized workspace, facilitating streamlined access to information, seamless system integration, and enhanced capabilities for the call center team.

### Benefits

The solution allowed the agents to send policy information to customers via SMS, email, or WhatsApp, ensuring prompt communication.

The platform also includes a communication history feature, which logs all communications sent to users, detailing the medium used, the status (sent or failed), and the reason for any failures.

This comprehensive solution aims to streamline the process of handling customer inquiries, enhancing the efficiency and effectiveness of call center operations.