



API Driven Next-Gen Omnichannel Customer Engagement For A Leading UK-Based Insurance Company

Hexaware partnered with a leading UK-based insurance company to help increase the company's online sales through enhanced omnichannel customer experience.

The Client

A UK-based insurance company dealing in Life and Non-Life policies with operations in the Americas, Europe, Asia and Australia.

Business Challenges

The client's core objective for the digital transformation was increasing direct customer sales through online channels by improving customer experience significantly. They wanted their service provider to bring in API-driven agility while also leveraging underlying COTS (Guidewire) to its fullest.

The Solution

Hexaware's objective was to deliver a better, lighter and richer customer experience that is consistent across all channels. For this, we developed:

- An Enterprise API Catalog,
- An API layer exposing business processes and functionality of Guidewire, and
- API-driven multi-channel platform.

We provided a "Business API" layer delivering the company's business functions, wrapping Guidewire, and defined channel and business-oriented API constructs including structure, format, security and access mechanism, and granularity.

Key Solution Highlights

- API-driven composable architecture
- Leverage Hexaware Pre-built API designs
- Leveraging MuleSoft as the core API management platform





The Result

- Over 10% increase in online sales through the mobile app
- Enhanced user experience through omnichannel customer experience
- Improved reusability
- Faster response times through real-time notification to customers on their claims processing
- Faster response times through real-time notification to agents
- Ability to provide intelligence around the claim, trend, and conversion to sales team and agents

About Hexaware

Hexaware is the fastest growing next-generation provider of IT, BPO and consulting services. Our focus lies on taking a leadership position in helping our clients attain customer intimacy as their competitive advantage. Our digital offerings have helped our clients achieve operational excellence and customer delight. We are now on a journey of metamorphosing the experiences of our customer's customers by leveraging our industry-leading delivery and execution model, built around the strategy— 'Automate Everything, Cloudify Everything, Transform Customer Experiences.'

We serve customers in Banking, Financial Services, Capital Markets, Healthcare, Insurance, Manufacturing, Retail, Education, Telecom, Travel, Transportation and Logistics. We deliver highly evolved services in Rapid Application prototyping, development and deployment; Build, Migrate and Run cloud solutions; Automation-based Application support; Enterprise Solutions for digitizing the back-office; Customer Experience Transformation; Business Intelligence & Analytics; Digital Assurance (Testing); Infrastructure Management Services; and Business Process Services.

Hexaware services customers in over two dozen languages, from every major time zone and every major regulatory zone. Our goal is to be the first IT services company in the world to have a 50% digital workforce.

Learn more about Hexaware at <http://www.hexaware.com>

NA Headquarters

Metro 101, Suite 600, 101 Wood Avenue South, Iselin, New Jersey - 08830
Tel: +001-609-409-6950
Fax: +001-609-409-6910

India Headquarters

152, Sector - 3 Millennium Business Park 'A' Block, TTC Industrial Area Mahape, Navi Mumbai - 400 710
Tel : +91-22-67919595
Fax : +91-22-67919500

EU Headquarters

Level 19, 40 Bank Street, Canary Wharf, London - E14 5NR
Tel: +44-020-77154100
Fax: +44-020-77154101

APAC Headquarters

180 Cecil Street, #11-02, Bangkok Bank Building, Singapore - 069546
Tel : +65-63253020
Fax : +65-6222728

