



Majesco Digital Customer360 for P&C—Next-generation customer experience

Where rising value meets expanded expectations



Next-gen customer experiences that engage and excite customers must take a holistic experience view, rather than a transactional view.

With digital demands from insurance customers seemingly often outpacing the engagement capabilities of many insurers, the industry has arrived at a time of reckoning—and the stakes are high.

Along with long-time customers pressing for enhanced levels of service along with customized product and service solutions, insurers also are confronted with an emerging generation of “digital-native” customers. These are customers who demand personalized, integrated, richer experiences.

Customers are looking for the better experience and in insurance that experience can be created and managed with digital tools and digital proficiency, but insurers need to get beyond the basics and traditional “portal happy” approach. This is reflected in the May 2021 J.D. Power survey results that points to digital engagement issues as a massive shift of customers moving to digital occurred over the last 15 months due to the COVID-19 pandemic.

Customers’ pace of digital embracement is accelerating, and insurers must go beyond the basic portals that digitized customer tasks or transactions. Insurers need to move from transactions to experiences. They need a 360° view of customers, businesses and market landscapes—like having a VR headset to immerse themselves in the customer’s world. Those that can make this leap will be poised to position themselves as digital leaders, separating themselves from the pack.

Digital Leaders are widening the gap over the next three years by

102% as compared to Laggards and **28%** for Followers

(Majesco 2021 Strategic Priorities Research)



The digital approach

To regain customer trust and satisfaction, insurers now must consider all dimensions of the customer experience across the value chain, creating a next-generation customer experience that is much closer leading online retailer experience. But to do that, insurers' priorities, plans, and investments must align to the customer, rather than to internal operations.

75%

consider a seamless customer experience a top or high priority supporting their digital transformation

(Forrester & KPMG Research)



Central to all insurers is the need to create a "digital-first" platform that establishes the initial, necessary steps toward the experiences all customers are demanding—a holistic experience, free from frustrating and time-consuming silos when they interact with insurers. Whether the need is related to claims, policy servicing, product delivery or billing nothing puts off a customer faster than duplicative portals, processes, and manual steps that make the experience less than good.

From ordinary to extraordinary experience: Majesco Digital Customer360 for P&C

KPMG Connected Enterprise research establishes that seamless, connected experiences across all digital and traditional end-customer interactions can help the organizations to accelerate their digital agenda and generate focused outcomes. KPMG identified eight capabilities to connect data, technology, people, and partnerships, with the 3I's, to help insurers deliver insights for the end users, enhanced interactions through core integrations with enterprise platforms—Achieve twice the impact on their performance.

KPMG and Majesco Digital Customer360 for P&C delivers the extraordinary—a broad-ranging customer/agent dashboard for commercial clients, driven by Majesco Digital1st, to enhance user experience throughout the policy lifecycle.

It delivers:

- A full customer Digital User Experience for claims billing and policy servicing
- A cloud-native, microservices and API-based digital platform for empowering innovative business transformations
- Digitally enabled technology architecture with pre-built insurance objects library—over 25 features (including API, Page Layouts)
- Advanced data and insights-driven decisions and experiences across front, middle, and back office
- The Digital1st EcoExchange with plug-and-play to over 50 partner apps such as for data population, digital notifications
- Easy integration with Majesco and non-Majesco core systems



Executing the digital vision

Holistic digital experiences will be able to proactively and personalized to the customer needs, protect individuals and businesses, and provide the kinds of service that will be satisfying... improving Net Promoter Scores and building brand loyalty.

To get there, however, insurers must think outside the box, think ahead, and think innovatively.

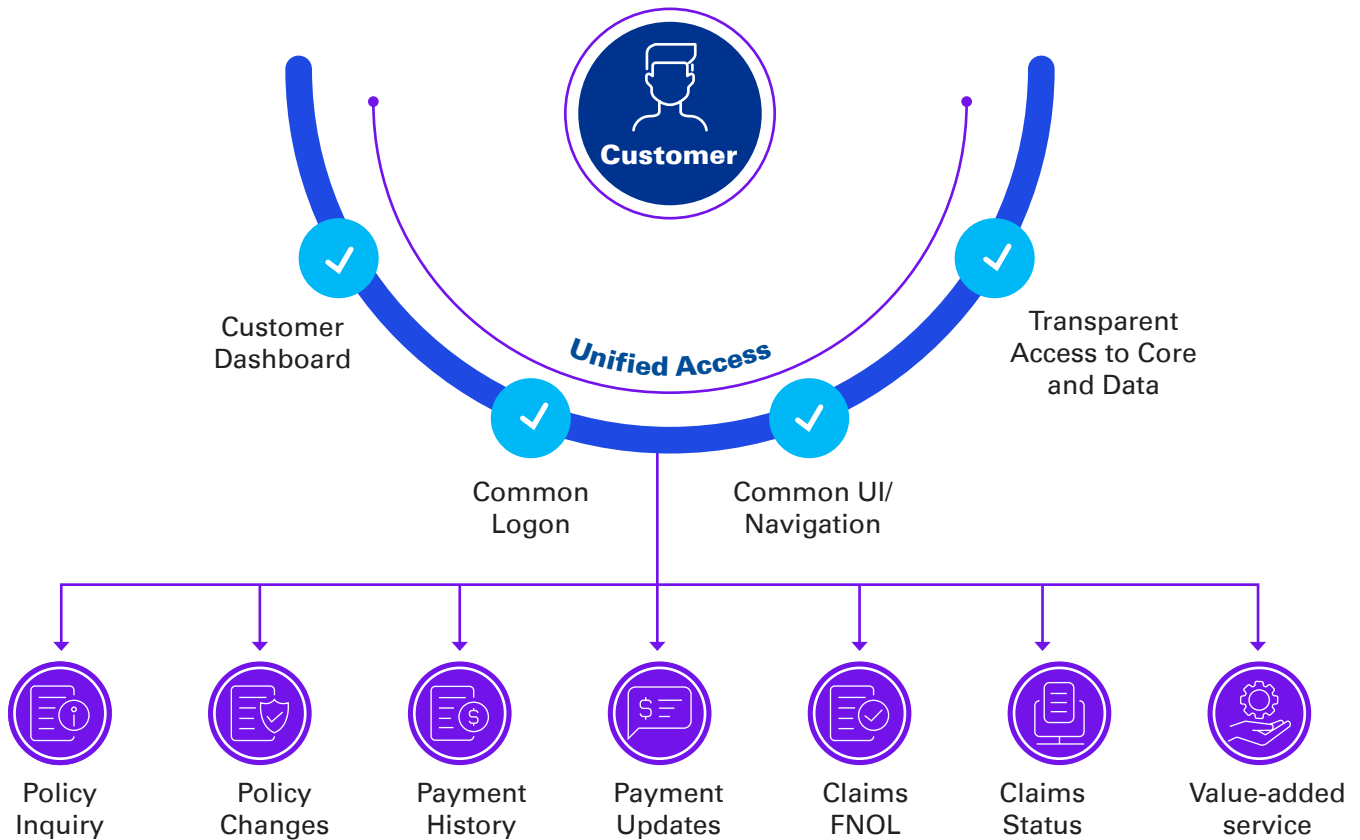
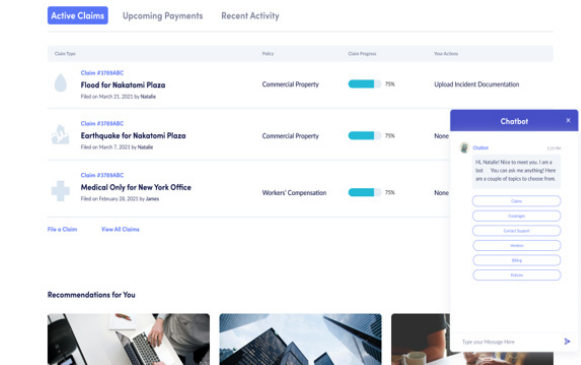
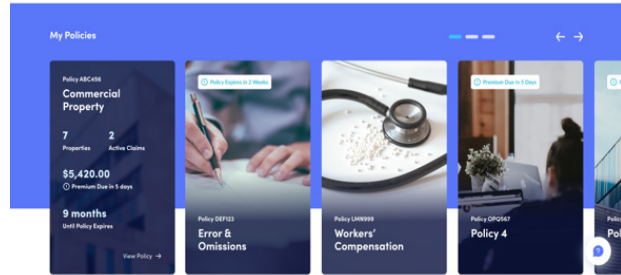
KPMG and Majesco have teamed to help insurers manage rapidly developing digital-engagement challenges that confront them, primarily from technologically savvy Millennials and Gen Xers, as well as Baby Boomers, who, in the pandemic environment, have quickly adopted high-tech preferences dealing with their insurance needs. We have created a next-generation Customer360 engagement using Majesco Digital1st® Insurance platform and KPMG Connected Enterprise Framework, designed to engineer secure architectures for agile, high-speed innovation.

Customer360 integrates with all the leading core platforms, including Majesco, or with any “homegrown” platform. The Customer360 engagement can also be tailored for brokers, agents, customer service reps and other personas that need or would benefit by a 360 view of customer.

Welcome back! How can we help you?

I want to [Select Action](#)

Get Started



About KPMG

KPMG insurance professionals know how to transform today's uncertainty into opportunity for our clients. We view our insurance clients' current challenges as possible breakthroughs that can transform their operations and create a sustainable advantage.

Contact us

Melanie Henderson

Principal, Advisory | Digital Transformation Lead

T: 516-434-1826

E: melaniehenderson@kpmg.com

Jeanne Johnson

Principal, Advisory | Connected Enterprise Lead

T: 704-335-5341

E: jeannejohnson@kpmg.com

Mike Adler

Principal, Advisory | Majesco Alliance Lead

T: 516-815-2875

E: michaeladler@kpmg.com

Deno Fischer

Principal, Advisory | Insurance Customer Experience Lead

T: 212-954-2045

E: dwfischer@kpmg.com

Scott Lieberman

Principal, Advisory | Financial Services Customer Experience Lead

T: 212-758-9700

E: scottlieberman@kpmg.com

Eric Della Vedova

Principal, Advisory | Insurance Operations Lead

T: 347-920-7625

E: edellavedova@kpmg.com

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