

CMS IT Services' leverages their Digital Application Services to help a large private-sector bank streamline their operations



CUSTOMER

The customer is the largest private sector general insurance company in India. The company has systems for Policy Administration, Claims Management and Customer Support, HR Support, Operations, Mobility and Data Management. It has over 8890 employees working at 273 branches and 840 virtual offices spread across the nation. It is valued at INR 172.75 billion. The customer has to maintain a large number of records and data both from a customers' perspective as well as IRDA compliance. This led to a complex Application environment.

THE CHALLENGE

The customer signed up CMS IT services for managing all their Applications. The client had complex business applications and they were burdened with a lack of transparency on application state and performance issues that impacted the overall efficiency of IT operations and also resulted in high application support costs. The Applications were subjected to a high level of transactions on a daily basis, with retail users, office bearers and brokers accessing them. There was also a large number of tickets and end-user queries raised on a regular basis. Some of the challenges were:

- More than 65 applications were to be monitored and maintained, including some third party applications
- A large number of repetitive user-queries reduced efficiency
- Absolutely no business downtime, especially during holidays
- High user dissatisfaction levels affected organisational efficiency
- Continuous reduction of timelines of many processes
- High Application support costs

THE SOLUTION

CMS IT deployed a solution with a large L1 team at the location. A support schedule was created with a 12x7 regular support, with additional support on weekends and public holidays. The structure was scalable so that addition or reduction of support could be arranged quickly for month-end activities. A dedicated transition team with SME support and a Program Governance structure ensured adherence and process improvement. A chatbot based solution reduced repetitive user queries drastically as users could use the self-help option. Support was provided telephonically as well as via email and through a ticketing system.

Some notable solution highlights include :

- 12x7 SLA base Application L1 Support for 65+ custom-built and third-party systems
- 12x7 and 365 days support for channel/customer-facing applications.
- Co-ordination with L2 and L3 team for ticket-resolution
- Application support and maintenance from dual locations to address business continuity planning (BCP) activities
- Implementation of Robotic Process Automation (RPA) for MIS Reporting and Chatbot for customer queries resolution.

BENEFITS

This solution resulted in a decreased load on the applications and end-user access increased very much. There was a marked decrease in the number of repetitive queries and the users could get more time to attend to retail customers. All the 65+ Applications were catalogued, updated, maintained and monitored as part of a regular process under a Program Governance model.

CMS IT helped the customer increase user productivity by providing a hassle-free IT environment where users concentrated on driving customer satisfaction and enhancing user experience. Apart from the Chatbot solution, CMS IT deployed a list of other tools to counter the challenges of change rollout in Patch Management, Configuration Management, Version tracking etc.

Some benefits of the solution may be enumerated as :

99.5% Improvement in SLA as support processes were streamlined

Optimised incident turnaround

Increased Application efficiency for retail customers and end-users

Increased employee satisfaction



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