Omni-Channel Solutions for Surety

NASBP Innovation Center Presentation

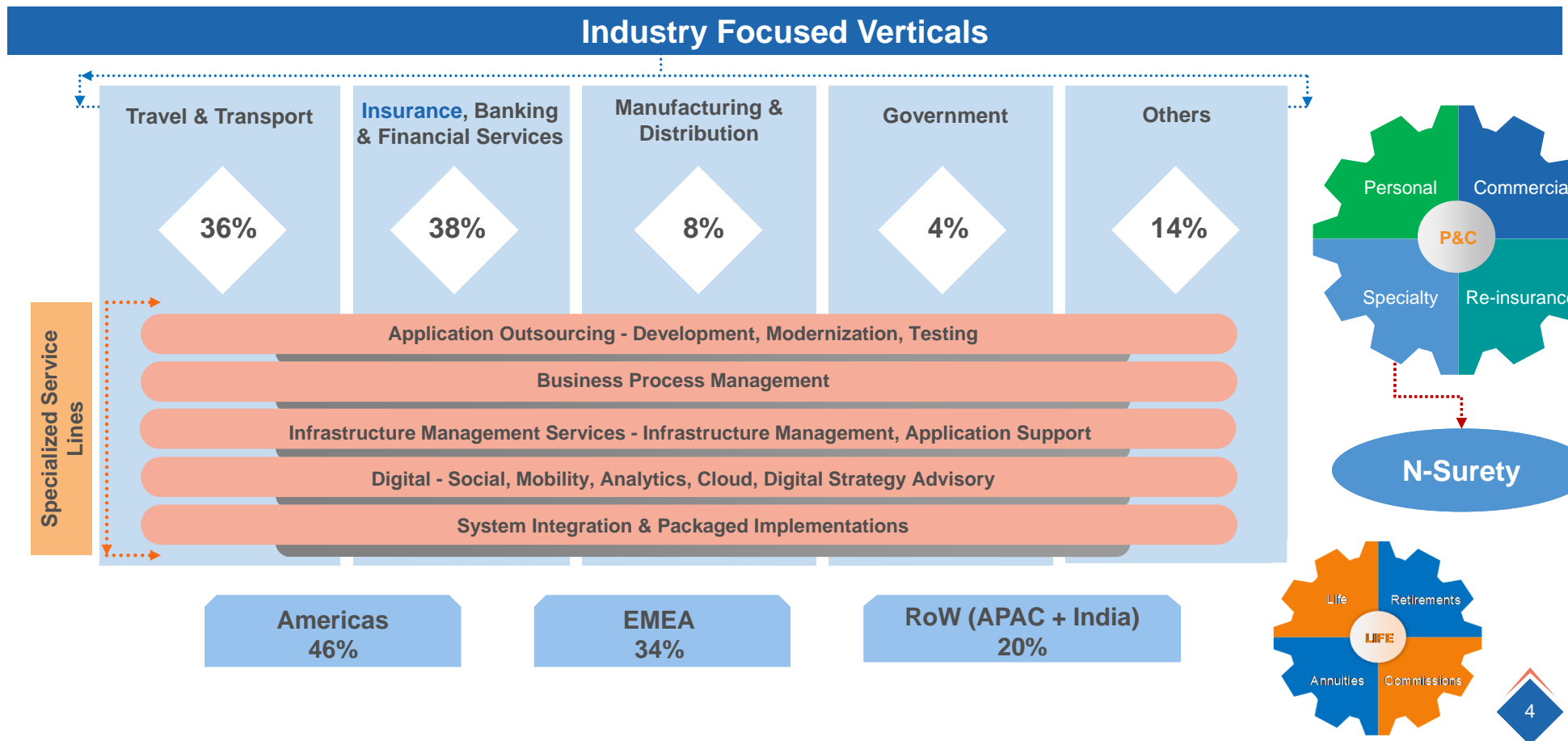**In the Heart of Customer Experience**

April 24, 2017

Innovation Center Presentation

Presentation Order

◆ Brief commercial on NIIT Technologies and its N-Surety product offering.

◆ Customer experience market trends and Omni-Channel.

◆ NIIT Technologies Clearpath^{SM} Omni-Channel digital solution.

◆ Questions and Answers

NIIT Technologies Brief and N-Surety

NIIT Technologies Snapshot

NIIT technologies
New Ideas, More Value.™

Industry Focused Verticals

Travel & Transport	Insurance, Banking & Financial Services	Manufacturing & Distribution	Government	Others
36%	38%	8%	4%	14%

Specialized Service Lines

- Application Outsourcing - Development, Modernization, Testing
- Business Process Management
- Infrastructure Management Services - Infrastructure Management, Application Support
- Digital - Social, Mobility, Analytics, Cloud, Digital Strategy Advisory
- System Integration & Packaged Implementations

Americas 46%	EMEA 34%	RoW (APAC + India) 20%

P&C
- Personal
- Commercial
- Specialty
- Re-insurance

N-Surety

LIFE
- Life
- Retirements
- Annuities
- Commissions

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N-SURETY^{SM} Overview

Offering

◆ Newer to the market – hosted cloud-based solution

◆ Software as a Service (SaaS) <u>subscription and TCO pricing</u> – per bond, per year; not NWP based

◆ Extensive features, functionality, configurability; ACORD eForms and XBRL standards planned

◆ Bond library management, plus Ghost Draft forms designer

◆ Stakeholder Portal, <u>Omni-channel and Mobility Extensible</u>
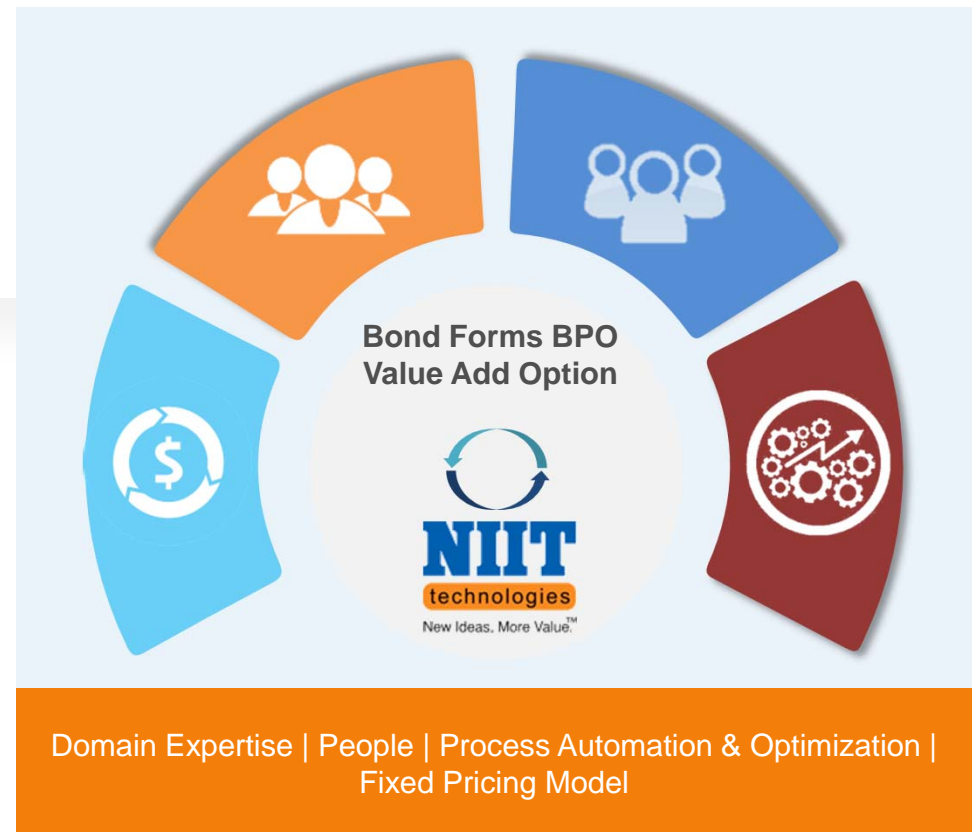
◆ Insurance company and broker facing | Global reach

N-SURETY^{SM} Implementation Services

Consulting

- ◆ Surety TCO planning
- ◆ Surety functional technology requirements alignment
- ◆ Implementation planning
- ◆ Customization requirements

Implementation Services

- ◆ Planning and project management
- ◆ N-SURETY^{SM} functional values configuration
- ◆ Systems integration
- ◆ Portal configurations
- ◆ Single sign-on configuration
- ◆ Testing / RPA
- ◆ Data migrations
- ◆ Training

Bond Forms BPO
Value Add Option

Domain Expertise | People | Process Automation & Optimization | Fixed Pricing Model

Customer Experience Market Trends | Omni-Channel Technology

Today's Consumers Live In An "Anytime-Anywhere" World

News
and Information

Retail

Insurance &
Financial
Services

Entertainment

The Insurance Industry is converting from Product-centric to Customer-centric and Digital processes
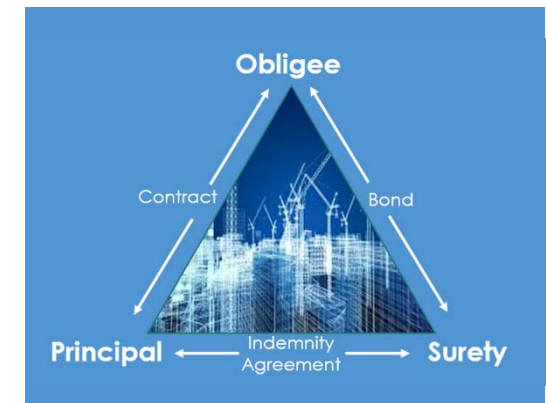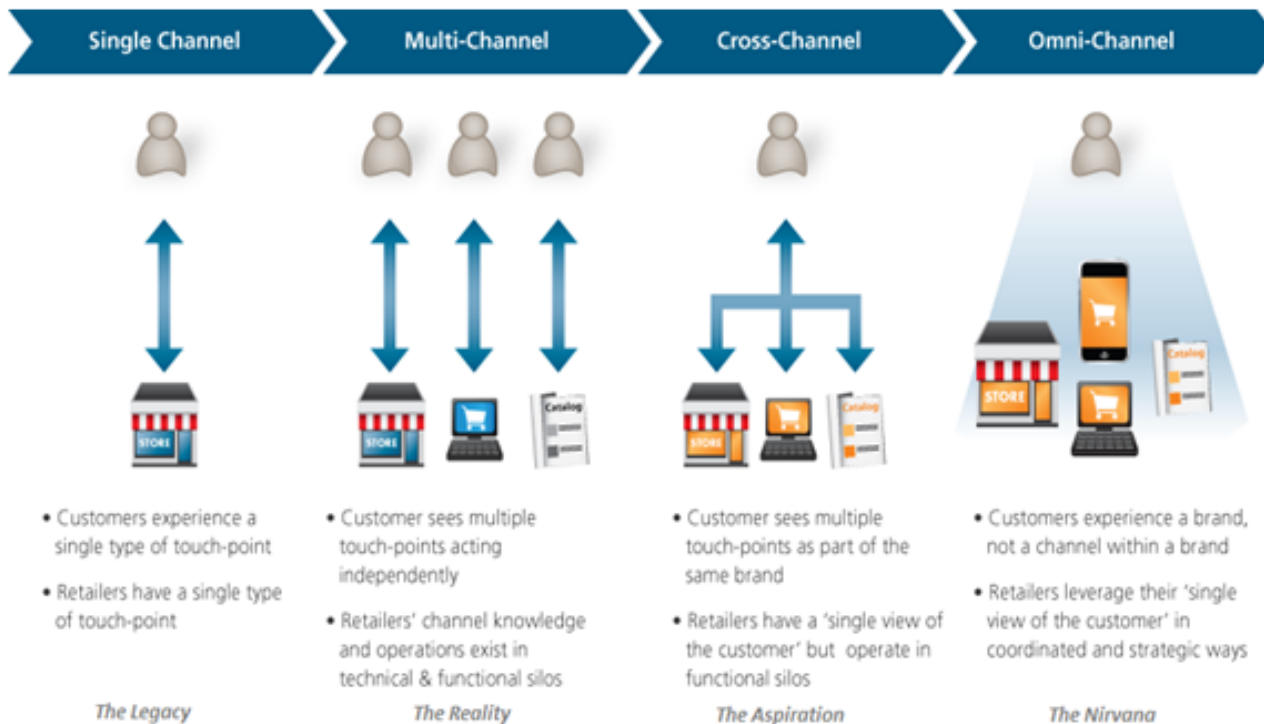

Customer-Centric Approach

YESTERDAY ·········> TODAY... AND TOMORROW

Product-Centric

Product and Sales Goals

Channels   Offers

Customers

Customer Centric

Response   Customer Insight

Customer Segments   Preferences

Differentiated Value Propositions
Product, Promotion, Pricing

One-Way Monologue   vs.   **Continuous Dialogue**
Product-Focused   vs.   **Customer Relationship Focused**
Campaign Orientation vs.   **Value-Based Management**

Customer Experience Attributes

Commitment
Competence
Creativity
Customer Centric
Confidence
Character
Collaboration

BUSINESS PROCESS   BUSINESS INTELLIGENCE

**BUT DIGITAL TRANSFORMATION IS ABOUT
ANALYTICS CREATING NEW PROCESSES**

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Customer Channel Transformation

NIIT technologies
New Ideas, More Value.™

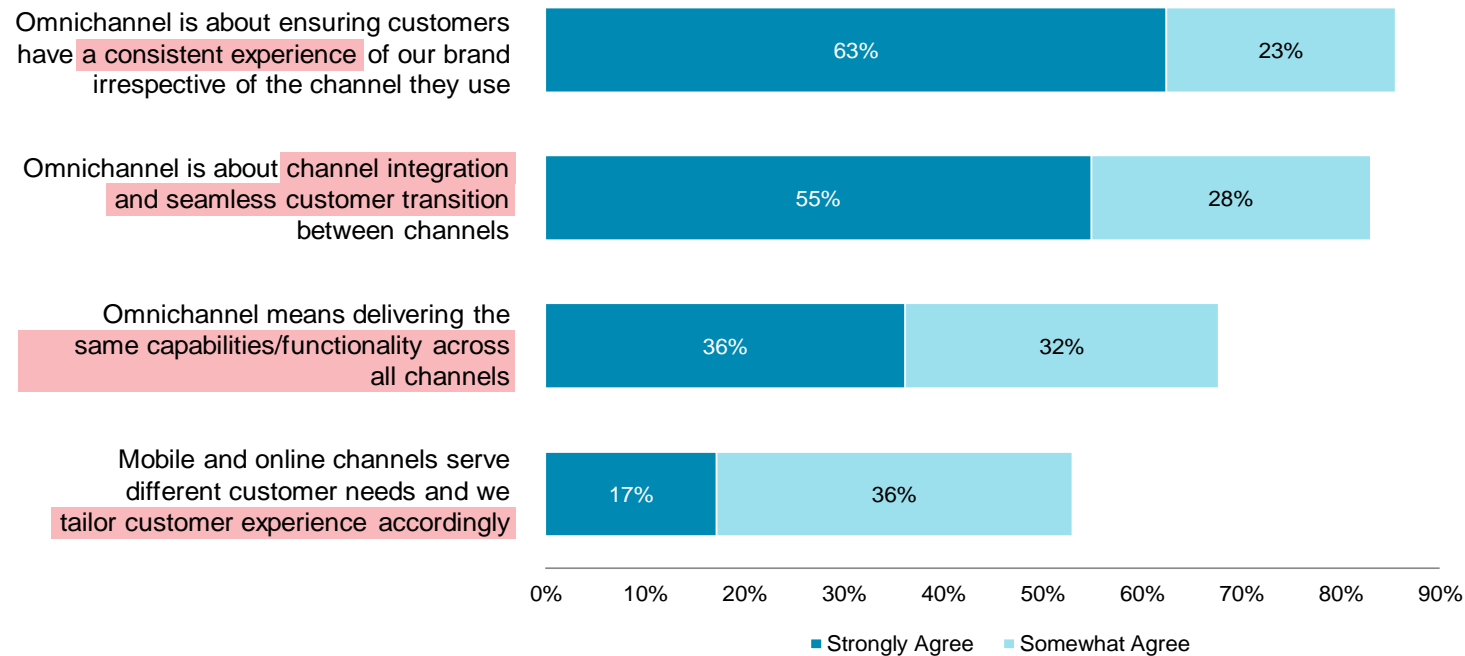**THE <u>OMIN-CHANNEL FOCUS</u> IS ON THE "*CUSTOMER*" EXPERIENCE, INFORMATION FLOW AND TRANSACTIONS. *NOW THINK SURETY STAKEHOLDERS.***

Single Channel	Multi-Channel	Cross-Channel	Omni-Channel
• Customers experience a single type of touch-point • Retailers have a single type of touch-point	• Customer sees multiple touch-points acting independently • Retailers' channel knowledge and operations exist in technical & functional silos	• Customer sees multiple touch-points as part of the same brand • Retailers have a 'single view of the customer' but operate in functional silos	• Customers experience a brand, not a channel within a brand • Retailers leverage their 'single view of the customer' in coordinated and strategic ways
The Legacy	*The Reality*	*The Aspiration*	*The Nirvana*

Obligee

Contract   Bond

Principal   Indemnity Agreement   Surety

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Defining "Omni-Channel" remains a challenge and a new mindset.

NIIT technologies
New Ideas, More Value.™

Q. To what extent do you agree with the following statement?

Statement	Strongly Agree	Somewhat Agree
Omnichannel is about ensuring customers have a consistent experience of our brand irrespective of the channel they use	63%	23%
Omnichannel is about channel integration and seamless customer transition between channels	55%	28%
Omnichannel means delivering the same capabilities/functionality across all channels	36%	32%
Mobile and online channels serve different customer needs and we tailor customer experience accordingly	17%	36%

0% 10% 20% 30% 40% 50% 60% 70% 80% 90%

■ Strongly Agree   ■ Somewhat Agree

Source: Celent NA Retail & Business Banking Technology Survey 2014, n=154

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What is an Omni-Channel Mindset? Think Digital.

It is about taking the "brick" out of commerce.

Omni-Channel is about opening your company, its products, and services to customers in an immersive way that drives your interaction with your customers across any point of access, at any time.

Omni-Channel is not just about connecting existing systems. It's a transformational way to look at how you conduct business.

Brick = Paper / Manual Processes / Physical Assets
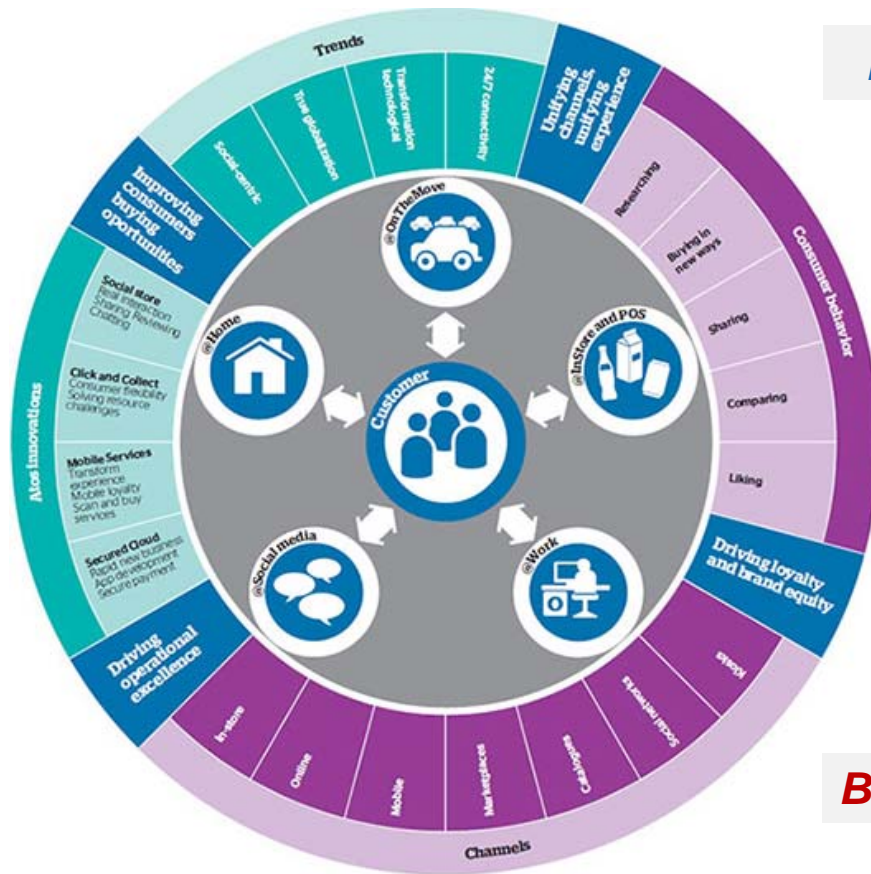
Omni-Channel *coordinates* and *personalizes* Customer Engagement across Digital and Physical Channels
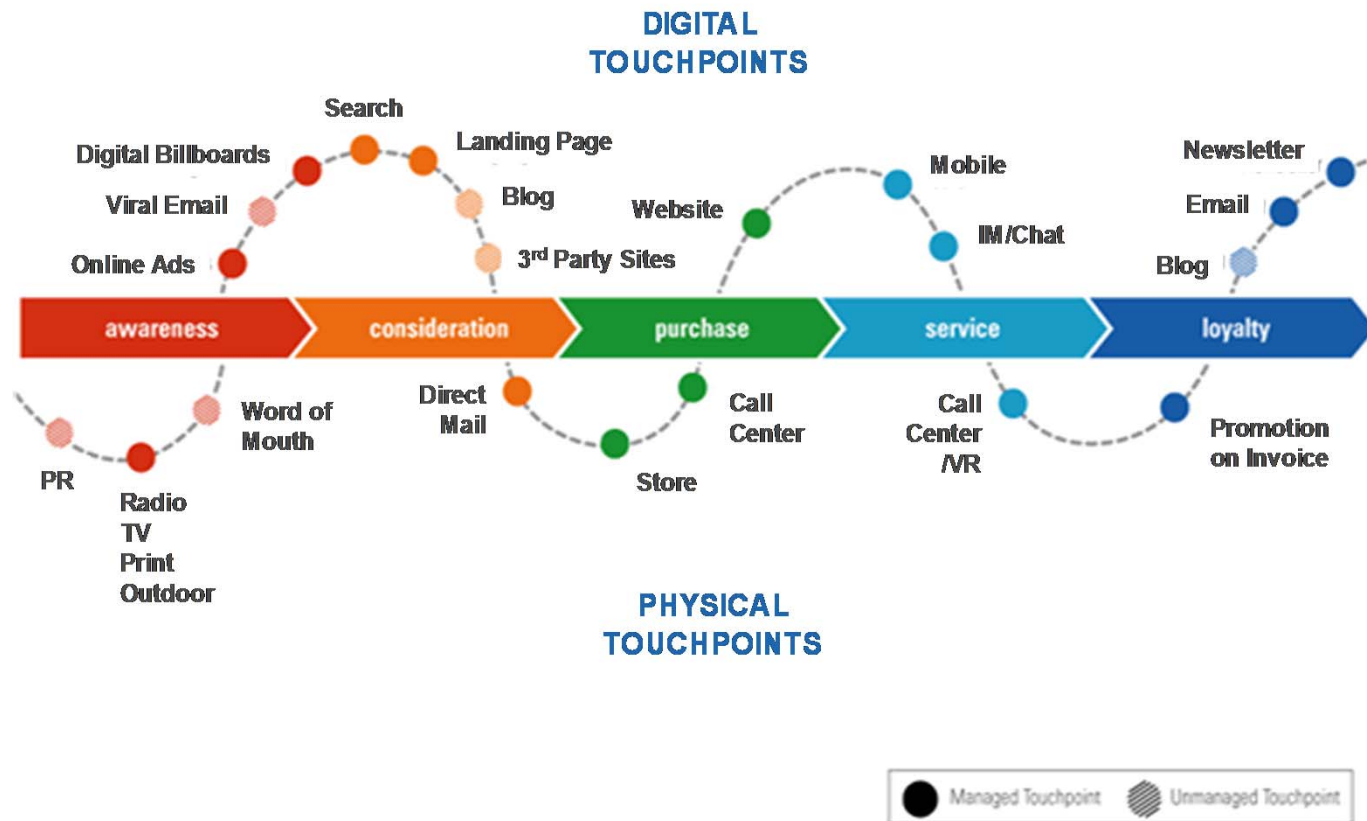
Reducing physical assets improves the insurer's expense ratio.

These guys get it – Sureties can too

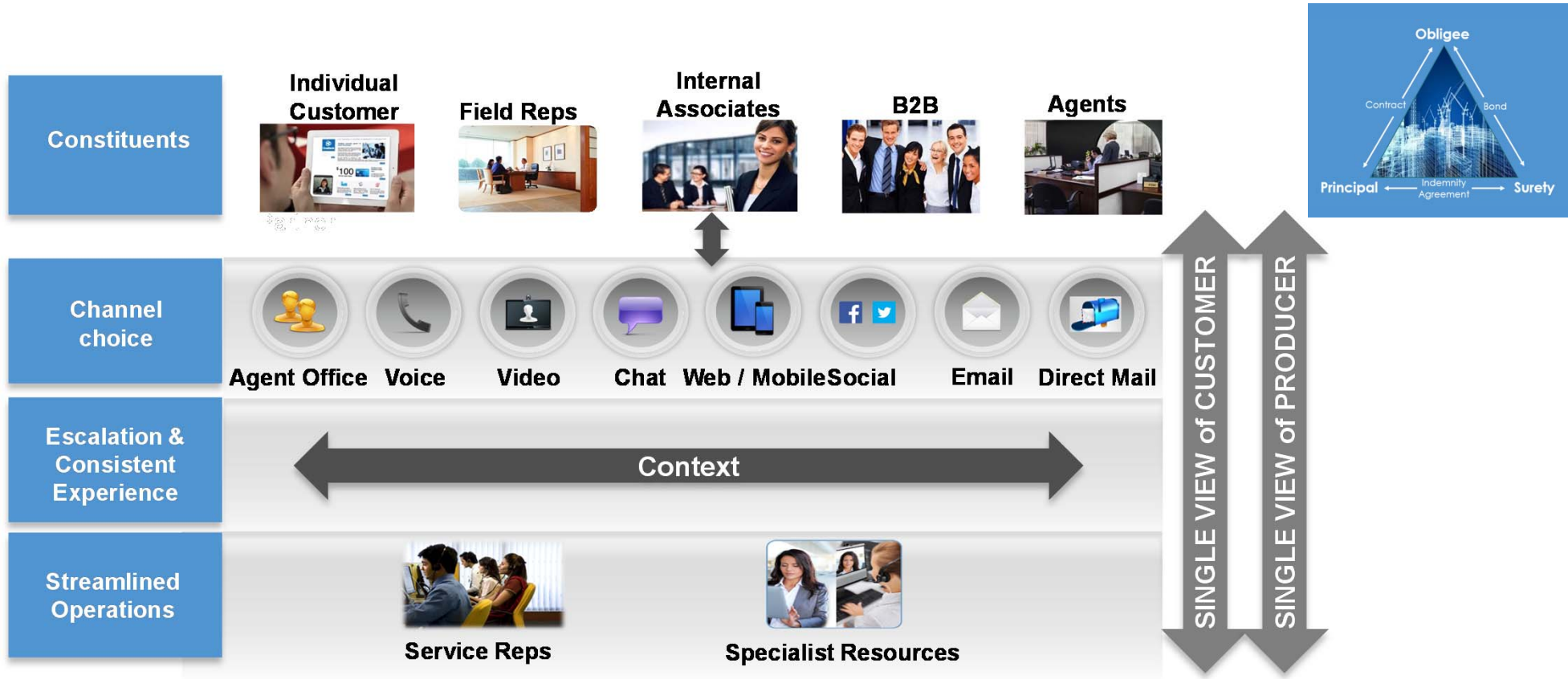# "Omni-Channel" For Insurance and Sureties - The Challenges

Deliver integrated customer experiences across channels.

Break down silos between both product lines and functions.

Create & maintain a 360 Customer View
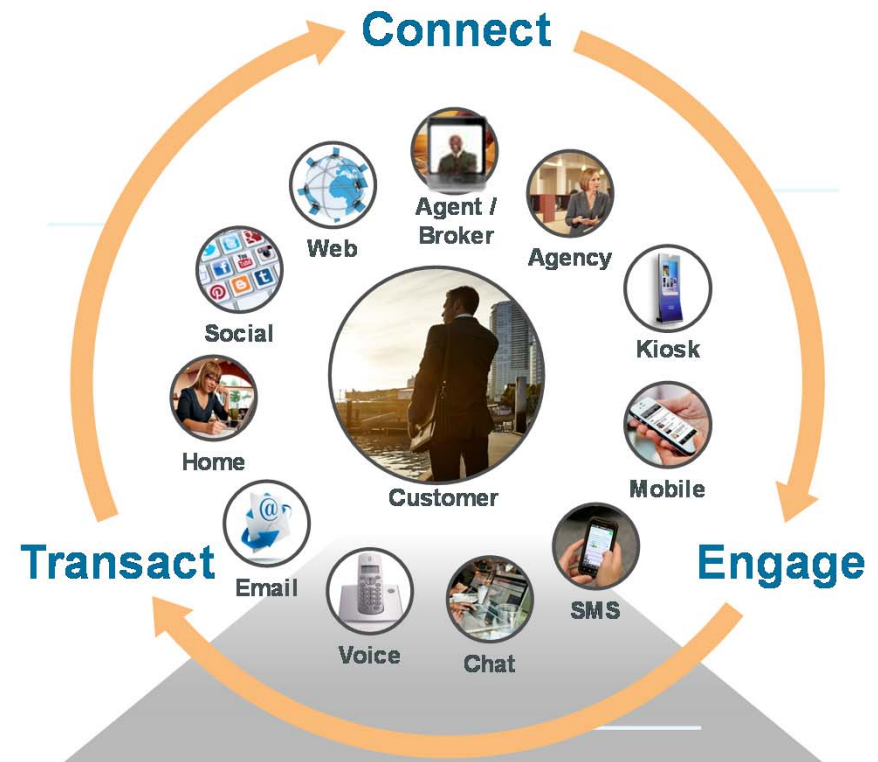
Omni-Channel: Single version of truth for Surety stakeholders

Constituents	Individual Customer · Field Reps · Internal Associates · B2B · Agents
Channel choice	Agent Office · Voice · Video · Chat · Web / Mobile · Social · Email · Direct Mail
Escalation & Consistent Experience	Context
Streamlined Operations	Service Reps · Specialist Resources

SINGLE VIEW OF CUSTOMER

SINGLE VIEW OF PRODUCER

Obligee

Contract · Bond

Principal ← Indemnity Agreement → Surety

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Introducing Clearpath^{SM} Omni-Channel for Surety
in partnership with USAN

Key Digital Channel Components

| Portal	Mobility	Web
Support Center	Knowledge Management	Collaboration

The **Digital Customer** is focused on Omni-Channel capabilities within an organization that support internal and external customers. The solutions leverage Design Thinking, business transformation, and disruptive business models. Core capabilities include:

- Information sharing/access

- Collaboration

- User Experience (UX) usability and end user adoption

- Channel agnostic service or capability leveling

- Business re-architecture enablement (Design Thinking)

- Solution models must be based on the enterprise including all key organizational centers.

Alliance Partner Candidate – USAN
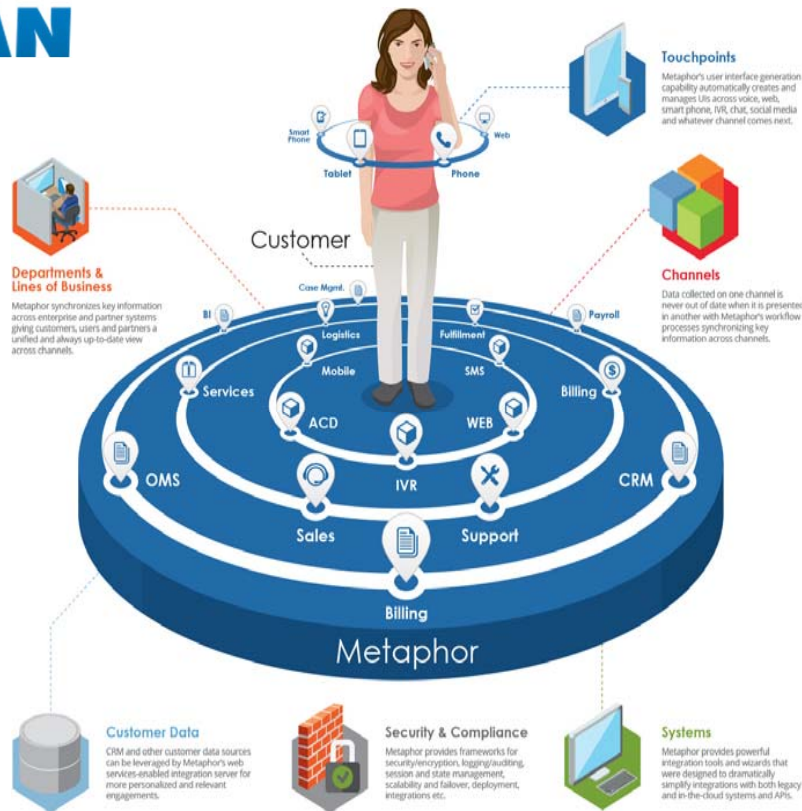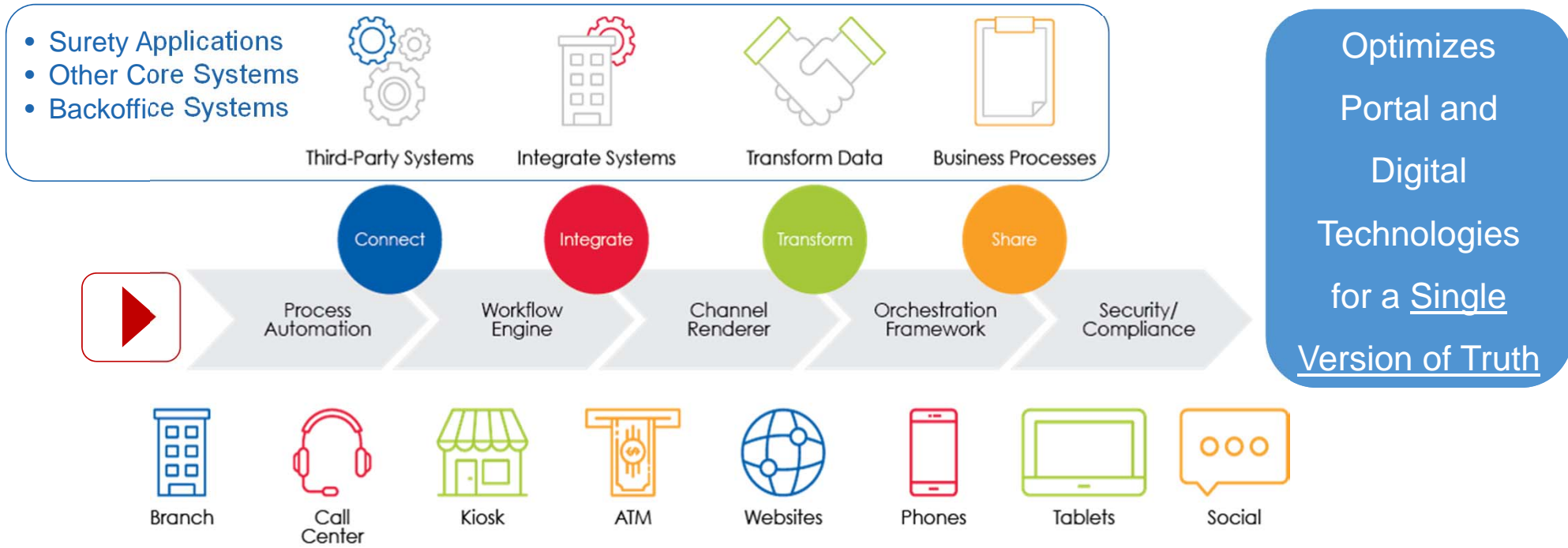

USAN Metaphor Engage

Delivers a seamless customer experience and true omnichannel ecosystem including:

- Customer touch points and data

- Communications channels, departments and lines of business and the software systems they use to conduct business

- Eliminates silos

- Centralizes business processes

- Synchronizes them to work together according to your specific business requirements
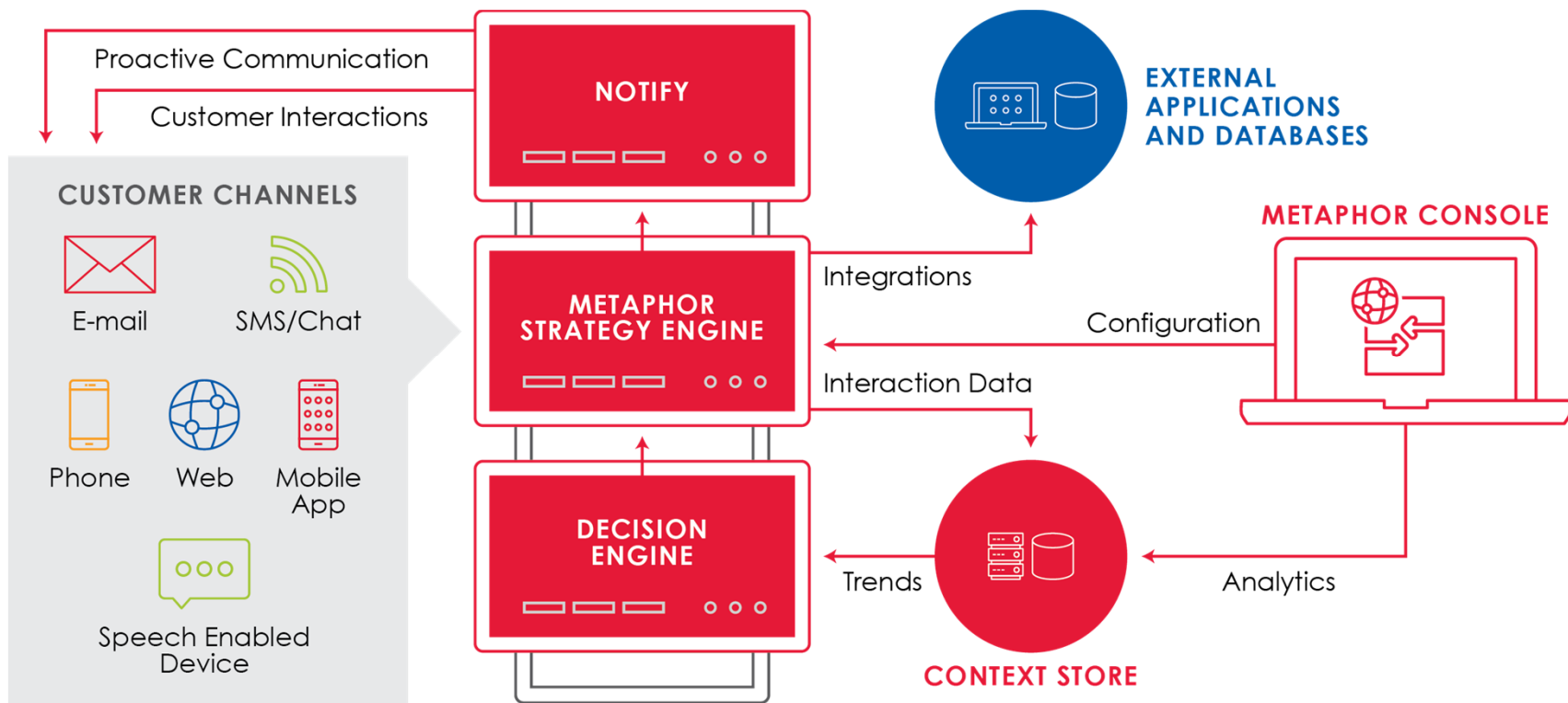
Metaphor Integration Layer / ESB

Metaphor Engage: *Enterprise* Customer Experience Platform

- Surety Applications
- Other Core Systems
- Backoffice Systems

Third-Party Systems | Integrate Systems | Transform Data | Business Processes

Connect | Integrate | Transform | Share

Process Automation | Workflow Engine | Channel Renderer | Orchestration Framework | Security/ Compliance

Branch | Call Center | Kiosk | ATM | Websites | Phones | Tablets | Social

Optimizes Portal and Digital Technologies for a Single Version of Truth

Connecting all **customer** and **agent** touchpoints with **relevant / actionable data**, from all sources.

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Metaphor Engage Communications Architecture

Clearpath^{SM} Omni-Channel Solution

Obligee

Principal

Agent

Underwriter

Internet

AMS

Omni-Channel Strategy

- Intelligent two-way portal solution
- Real time self service transactions
- Personalized stakeholder use cases
- Integration hub to all data systems
- Gateway surety bond processing/reporting
- Single version of the truth
- Reduced expense ratio
- Improved speed to market

Metaphor Engage Platform

Metaphor
- Enterprise Service Bus (ESB)
- Enterprise Portal

Personalized Stakeholder Data
- CRM
- Surety Bonds / Processing
- Billings
- Claims
- Other

Clearpath^{SM} Overview

Offering

◆ Full service Omni-Channel technology platform and Use Case Solutioning

◆ Insurance company systems expertise

◆ Quick pay back delivery methodology – 30/60/90 day use case implementations

◆ Cloud-based, Hosted solution

◆ Integration with other insurance systems; improved CRM

◆ Enterprise ESB and Portal solutions

Clearpath^{SM} Value Proposition

- ❖ Proven Omni-Channel solution framework

- ❖ Enterprise Portal to surround all carrier systems for presentation to agents and customers in year 1

- ❖ Flexible change management capability without retooling core application systems

- ❖ Use cases developed in a quick speed to market timeframe – 30/60/90 days

- ❖ Software as a Service (SaaS) solution

- ❖ Portal infrastructure and support resources provided by NIIT and USAN eliminating (or greatly reduced) inhouse portal infrastructure and resource support

- ❖ Agent and customer centricity

- ❖ Meeting and achieving competitive insurance industry Social, Mobile, Analytics, Cloud (SMAC) technology movements

- ❖ Favorable business case rationale though hard and soft TCO outcomes

Questions

Thank You

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