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[Covid-19 Heroes: Bajaj Allianz's digital tools are a gamechanger in contactless era](#)

With contactless and cashless initiatives becoming the need of the hour, Bajaj Allianz General Insurance's innovations have enabled seamless operations.

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While the pandemic has brought forth newer initiatives to be adopted as a measure for business continuity, Bajaj Allianz General Insurance has a slight twist for its seamless operations.

Over the course of the past couple of years, the IT team took some strategic, well-placed decisions and encouraged innovations that helped prepare for the lockdown.

“In times of crisis, every work we have done over the years, comes together in a matter of days and hours,” says Sourabh Chatterjee, President, Head-Technology, Digital Sales, Travel at Bajaj Allianz General Insurance.

Chatterjee believes that device, connectivity and enabling applications to be important aspects for efficient work from home strategy.

“A year and half ago, the company took a decision of no more desktops, it came in handy now. We also looked at enabling more people with flexible working hours and remote working. It helped prepare for the pandemic better. Our investment on collaboration tools also came in handy,” he says.

But it was important for Chatterjee's team to also rely on digital initiatives conceptualized and successfully implemented for smooth functioning of the business.

Surge in digital tools and transactions

Typically, for any motor insurance claim amount, the customer had to share original hard copies of claim documents and get physical inspection done with the insurance provider to realize his/her insurance claims. As a result it requires a minimum of 5-7 days for the insurance company to process the claim, complete physical inspection of the vehicle and make payment to the customer.

An internal survey at Bajaj Allianz General Insurance, highlighted that over 70% of the motor claims received by the company are of Rs. 20,000 or below and were mostly simple and uncomplicated in nature.

Based on this repository of loss data the company introduced Motor On The Spot. Through this, motor customers can settle their own claims in easy steps and subsequently bring down the claims settlement time from days to mere minutes. It is even more important now to facilitate contactless solutions.

Customers can self-register, inspect and settle their motor insurance claims. The customer uploads the images of the damaged vehicle parts along with the required claim documents on the application, which can be accessed through the company's self-service mobile app – 'Caringly Yours'.

The facility implements data analytics and cloud based technology developed in-house by the company's IT team. The home-grown data analytics tool compares the images received from the customer with its existing data repository and recommends liability to the customer within 30 minutes.

The images of damaged vehicle parts received from insured are stored in an encrypted company cloud. The system assigns standard codes to each image and then compares it with over 5 lakh codes from existing repositories. Post the comparative analysis, claims module suggests claim amount to the insured. On receiving acceptance for the liability amount from the insured, it is transferred to his/her account instantly.

The disruptive service offered by Motor OTS has not only reduced the turnaround time from 5-7 days to 30 minutes, but the process has also reduced the hassles of document in-warding and claim registration. Since the launch, close to 20,000 claims have been intimated and registered through the company application.

"The digital tools, particularly self-service tools have picked up 30-40% in volumes. Even digital transactions have surged too. Across the board the investment in paperless, contactless and cash less has paid off," Chatterjee adds.

AI-driven chatbot

With digital tools witnessing a spike in usage, the company's artificial intelligence-driven Chatbot BOING too has come in handy. Through the platform, one can register a motor claim, get policy soft copy, check policy status, check claim status, locate company's brand, locate empanelled hospitals and garages, etc.

Focus areas post lockdown

IT leaders have a mountainload of progress to make post the lockdown is eased. Beginning with, Chatterjee says, "The entire work from home model has to be taken up on a sustained basis. It is important to create an environment for the distributed workforce to operate."

He also adds that data and application security strategy have to be revisited for secure operations in the above environment in the long term and the user awareness has to go up

significantly. "It is a blessing in disguise as it has brought all the digital initiatives to the center and they will now be executed much faster," he concludes.