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## GENERAL INSURANCE

# Bajaj Allianz Digital for Claims Service

**B**ajaj Allianz General Insurance has launched three digital initiatives with the aim of transforming and simplifying customer experience. These initiatives, apart from being paperless, may bring down the claims settlement time for flight delay and motor accidents. In line with insurance companies' current trend, Bajaj Allianz will offer artificial intelligence (AI)-driven Chabot platform for instant 24X7



## INSURANCE TRENDS

▶ customer-service support.

Travel Ezee uses Blockchain technology to proactively disburse travel insurance claims related to flight delays, even before the claim is reported. To avail this service, customers have to register

customer and suggest a repair workshop within turnaround time of 20 minutes. After the customer's consent, the insurer will immediately approve the claims payment, which will get credited within 30 minutes into the customer's bank account.

This facility is currently available only for private cars. It has to be seen how the digital initiative works and whether customers can really get immediate claims payment. If the claim amount is above Rs20,000,



then the claim it can't be lodged through 'Motor On The Spot'. The customer needs to follow the existing process of claim. The company also launched an AI driven Chatbot service platform, called Boing, which offers 24X7 customer assistance and instantly responds to customer queries. The Chatbot service will be available on the website, mobile app and on the company's Facebook page. Currently, the Chatbot, with its easy-to-use interface, will address queries about: register a motor claim, get policy soft copy, check policy status (motor and health), check claim status, locate branch, locate hospital and locate workshop.

their flight details online on the company's website or on the company's self-service customer app, Insurance Wallet. This concept is unique as it is not the customer who is initiating the claim process; it is the insurance company that keeps track of claim events and initiates the payout. Cover for flight delays is a small amount and, hence, may have less impact, with proactive payment. Flight delay can pay \$20 to \$180, depending on the plan chosen for the travel insurance.

'Motor On The Spot' empowers customers to register as well self-inspect their motor insurance claims of up to Rs20,000 through Insurance Wallet. This application will reduce the claim settlement period to less than 30 minutes. Currently, the average time taken to settle motor claims is seven days. Through this new facility, the policyholder can upload pictures of the damaged vehicle, along with the requisite claim documents on the mobile application.

The company, using a data analytics tool, will recommend immediate liability to the

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