

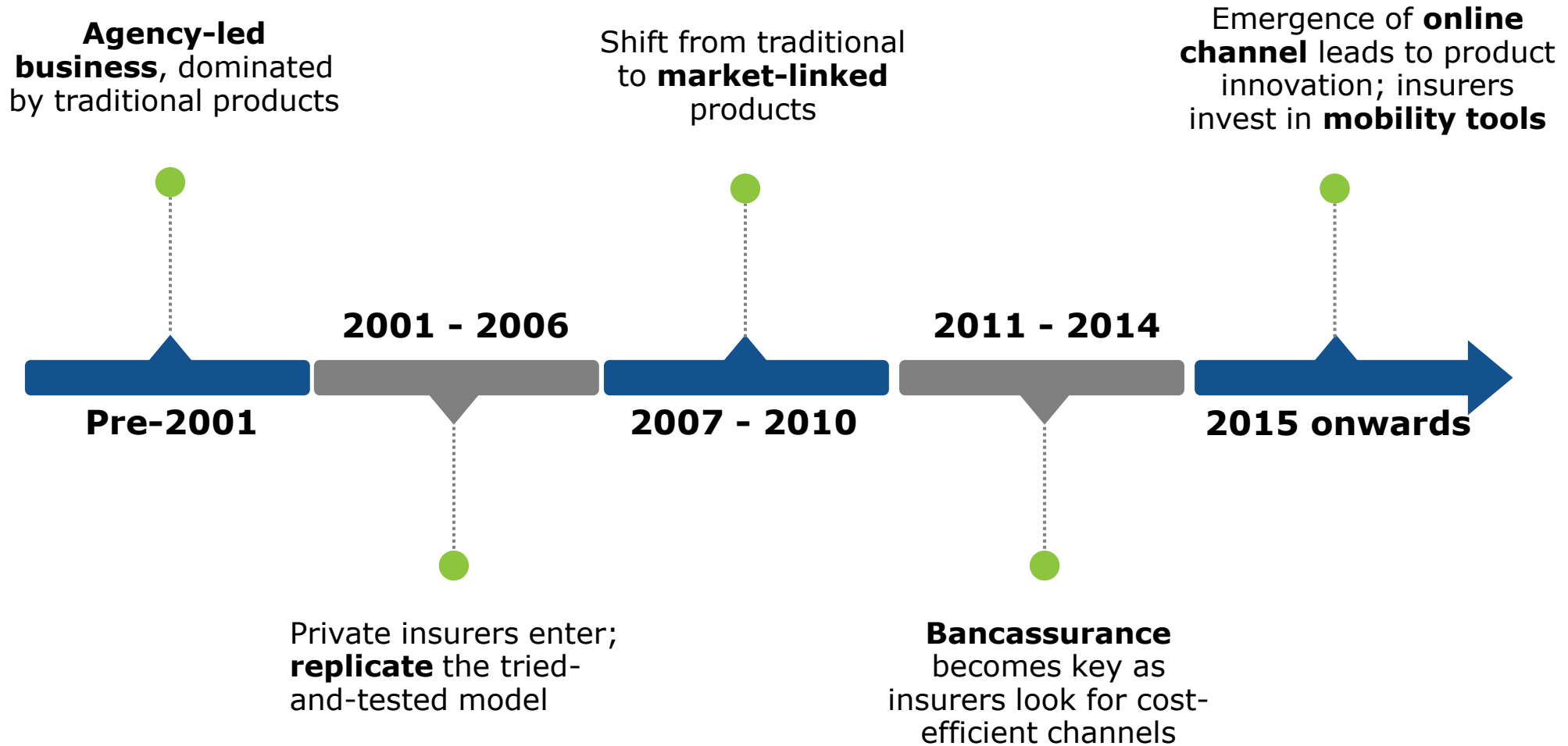
Technology for sustainable growth

Motilal Oswal AGIC | Aug 28, 2018 | Mumbai

Amitabh Chaudhry, MD & CEO, HDFC Life

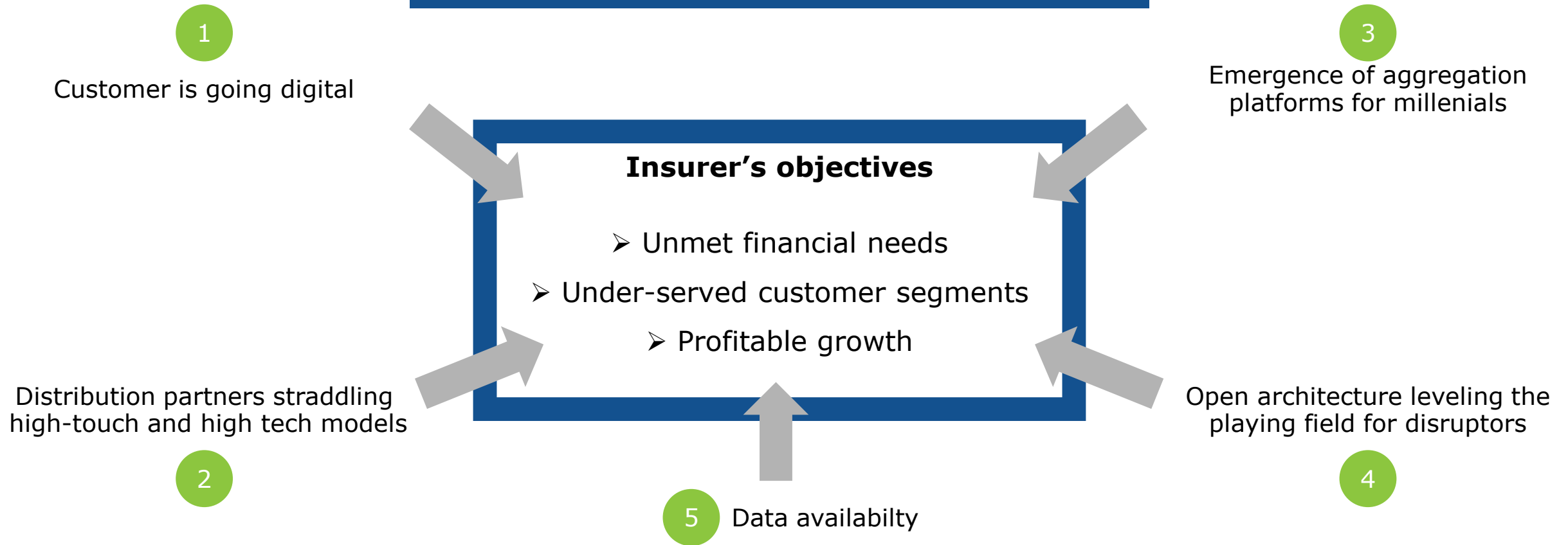


Life insurers have experienced recurrent realignment of operating model



Technology is pivotal for sustainable growth

Mega trends impacting the insurance industry



Technology provides the means to realize the opportunity

At HDFC Life, technology has played a key role in transformation

Differentiators

- Scalability
- Optimized processes

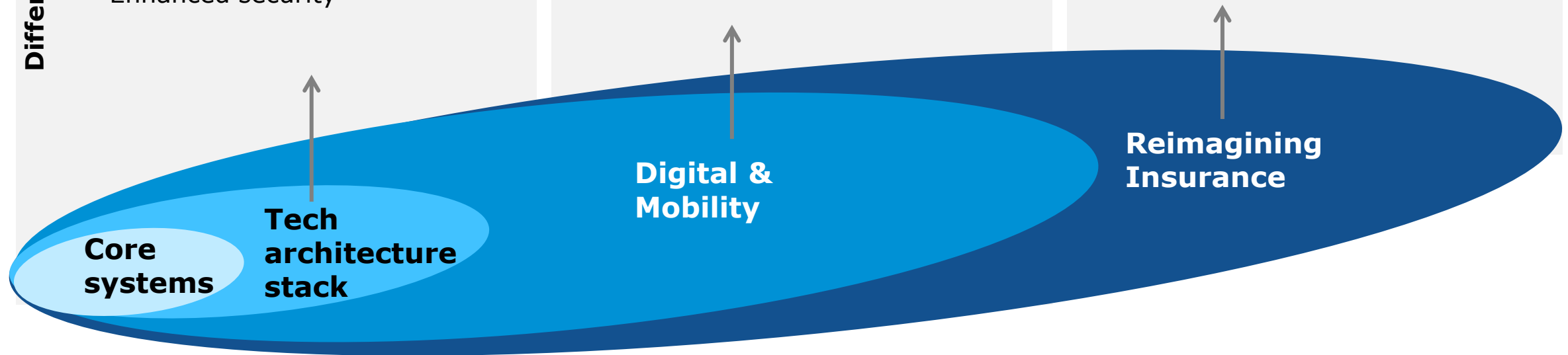
- Segregation b/w Systems of Records and Systems of Engagement
- Improved CRM platform
- Enhanced security

- Ownership of e-product space
- Empowered sales force
- Paperless issuance

- Technology: from back office function to arrowhead
- Digital source data
- Mobile enabled end-to-end journeys

- Plug & play partner integration
- Platforms and ecosystems

- Data lake
- Alternative data sources
- Nudge & recommendation engines



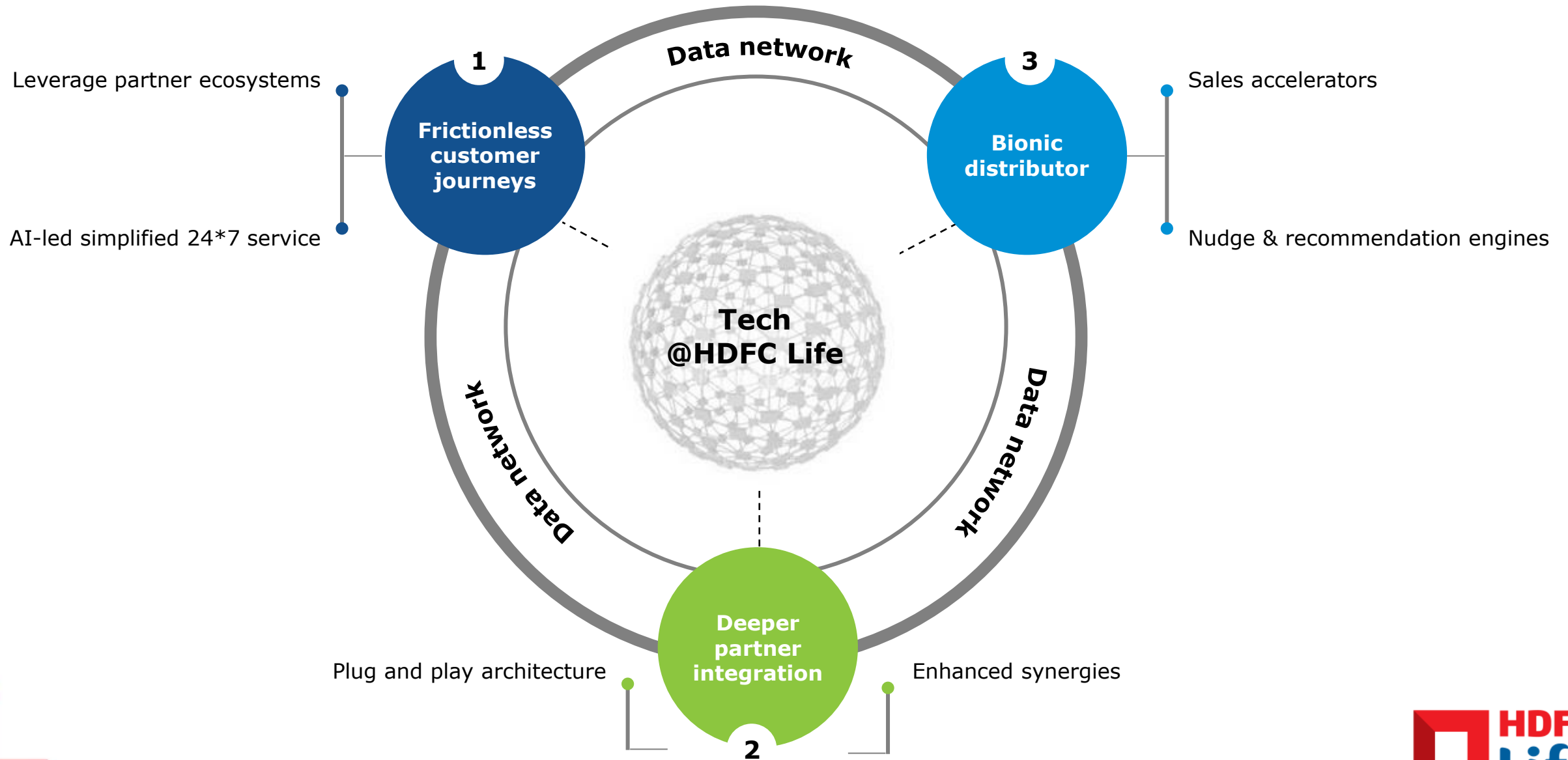
2013- 2015

2015- 2017

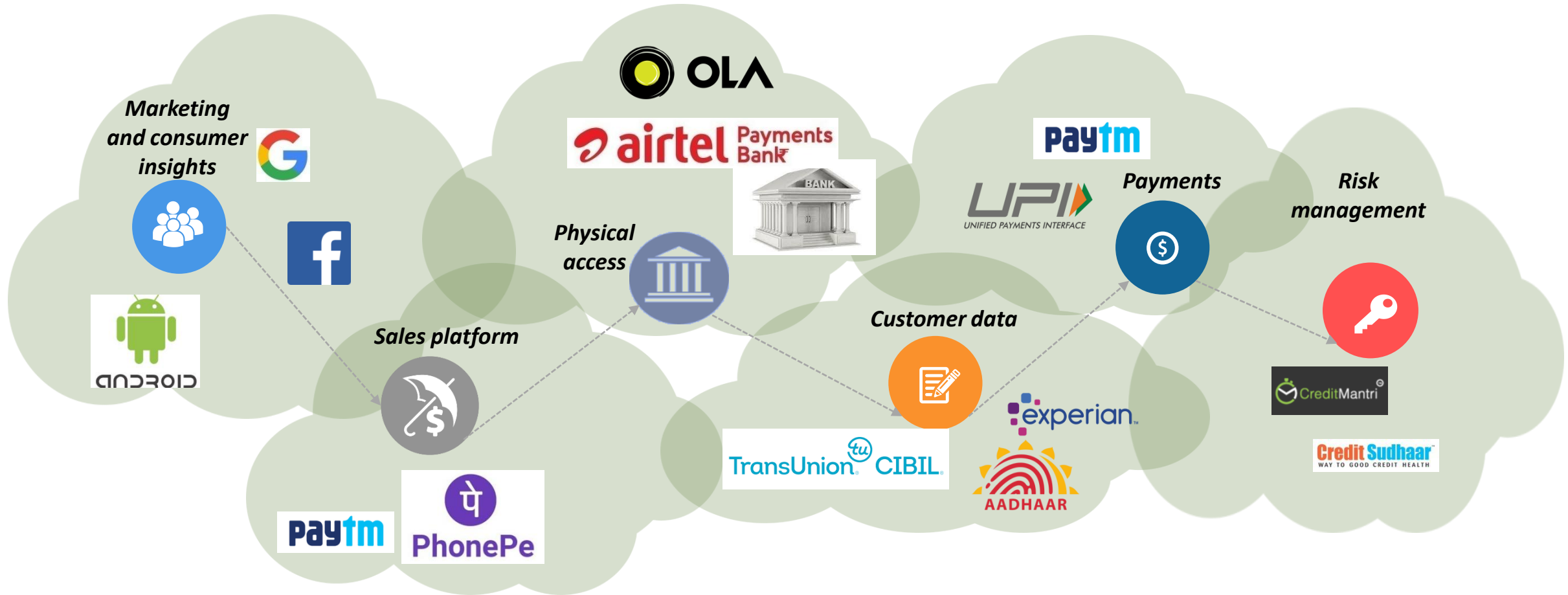
2018 onwards

Disruption journey continues

We are leveraging technology to create a responsive operating model



1.1 Tapping into networks to shorten journeys and deliver superior customer experience



Note: Brands depicted are illustrative to explain the concept

1.2 Redefining customer service: 24*7 via customer's preferred channel

Self-service bots



Email bot
SPOK



Twitter bot
NEO



Chat bot
ELLE

- Automated and instantaneous responses
- 24* 7 access to premium receipts and policy statements



-July'18 saw **215,000 queries**; **2.5 times** the queries received in May'18

24*7 access to full service

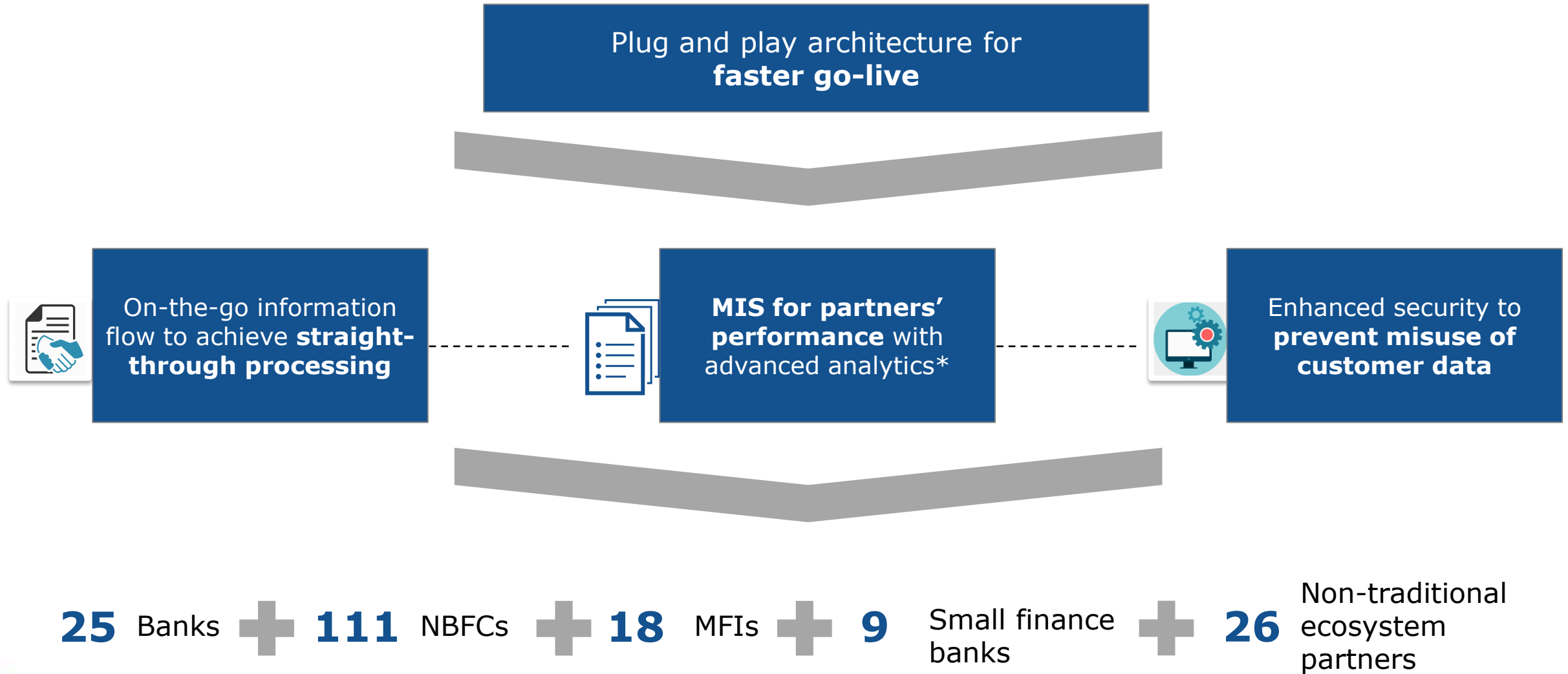
InstaServ – Next Gen customer servicing app

- No physical request forms required
- Verification using OTP authentication
- Real-time fulfillment of request
- Maximizes First-Time-Right



- More than **75,000 requests fulfilled in the year of launch**
- **80% of all fund switch** requests processed using InstaServ
- **50% reduction** in time-to-serve

2.1 Modular IT architecture allowing easy integration with partners



* WIP

2.2 Leveraging digital tools to realize synergies



Real-time fulfillment

- Faster processing through instant data flow, e-KYC integration
- Robotics-led optimization has led to efficient processes



- Issuance TAT **reduced from 4 to 3 days** in Q1 FY19
- **89 processes** automated using Robotics



Quality Management

- Video-enabled confirmation of customer understanding (pre-issuance)
- Automated suitability matrix to mitigate mis-selling



- **~65% of verification** done through the video-based app
- Customer complaints **reduced by ~20%** in Q1 FY19



Capability to customize

- Pre-approved sum assured on partner website/mobile apps
- Customized new business and renewal collection process



- **99.9%** applications submitted via digital medium
- **~75% of renewal** payments via online modes



3.1 Accelerators for sales force enablement



Learn anytime anywhere
Interactive learning on functional and domain skills



▪ **90%** of sales employees active on online training



▪ **1.5 million queries** answered within 7 months of launch



NLP-based query resolution
24*7 access to process and product info



Geo-tagging for structured review cadence
Ensure requisite levels of partner engagement



▪ More than **30,000 partner visits** recorded monthly



Personalization of incentives*
Right incentives for the right behaviour



* WIP

3.2 Industry-first digital toolbox to develop bionic distribution

DATALAKE

- Collects and stores all enterprise data on the cloud
- Capabilities to catalogue, search and find relevant data

NUCLEUS Customer 360

- Captures entire customer lifecycle in one view
- Sentiment analysis of customer basis interactions

DEDUPE

- Capability to check for duplicity of customers
- Plug and play API solution easily deployable at partner source

NE nudge engine

- Repository for all nudges (images, videos, etc.)
- Finds the most relevant buying journey basis the persona of the customer/ click activity/ partner portal browsing history, etc.

RECO Reco Engine

- Uses inputs such as age, address, dependents, annual income etc. to recommend products
- Self-learning model which evolves with new data and experience

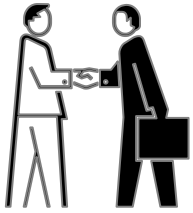


Benefits for distributor

- ✓ Impactful nudges to customer
- ✓ Hyper personalized recommendations
- ✓ Higher propensity of purchase
- ✓ Cross-sell and up-sell opportunities

Technology will not replace, but augment, human touch

Sales force enablement

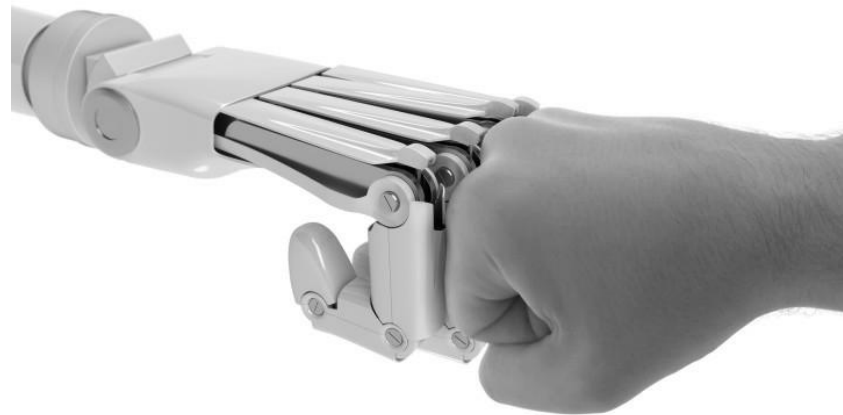


- Enabling sales force for **better prospecting and faster closure**
- Deeper understanding of customer profile leading to **enhanced share of wallet**

Customer experience



- Range of **physical and digital modes** to self-serve or get served
- **On-demand, Omni-channel** customer interaction touch points



Partner engagement



- Comprehensive form factor responsive **dashboards for Partners** to review the business on-the-go
- **Big data analytics** for enhanced throughput

Thank You