

Strategy / Growth Enablement / Transformation | Health Insurance Major

Strategic blueprint for **Digital Transformation** of all aspects of their business, and thereby achieve business growth, optimize operational costs and increase customer satisfaction. Led to significant rise in **investor valuation**.

Opportunity

- The Health Insurance Major wanted to:
 - Compete stronger in the market by being customer centric, and customer driven
 - Transform its IT, starting with cloud enablement
 - Initiate an automation journey with some pilot projects.

Solution

Reimagination

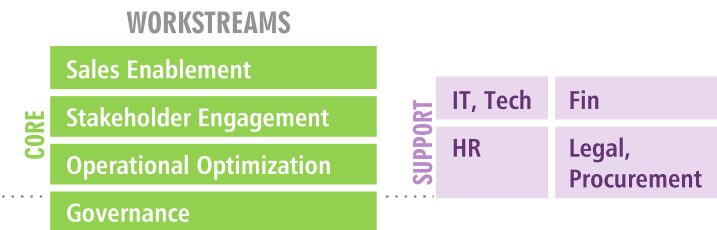
- All business processes mapped and reimaged as appropriate

Digital Strategy

- Digital Strategy, Road Map, Enterprise Architecture created
- Definition of streams, scope, boundaries
- Implementation, Transition Plans for Digital Transformation (DX)
- Vendor selection criteria per tower of DX

Process Re-Engineering and Automation

- Re-Imagined, Re-Engineered Processes for four chosen use cases and automation using AI and RPA



Benefits

- The organization, for the first time ever, has Standard Operating Procedures for its business operations
- People are engaged and are willing to embrace the required change
- Clear open areas for optimization with available know how, thereby reducing cost footprint
- Successful automation pilots reducing process turnaround times
- **DX roadmap contributed to an investor valuation of \$1Bn**