



# REDUCTION OF AGENT ATTRITION RATE BY MORE THAN 70%

## CLIENT BACKGROUND

The client is a leading Indian health insurance firm established in July 2012. The company is headquartered in Gurgaon, Haryana and operates out of 146 offices across India with 6000+ employees. The company currently offers products in the retail segment for Health Insurance, Critical Illness, Personal Accident, Top-up Coverage, International Travel Insurance and Maternity along with Group Health Insurance and Group Personal Accident Insurance for corporates.

## PROBLEM STATEMENT

The client used to fill all agent details manually which was a tedious and time-consuming task. To reduce the turnaround time, the client wanted to achieve end-to-end digitization for agent channels.

## CHALLENGES

1. The core application of the company was used by the Offline agents at the branches and central location team.
2. Where internet access is low across regions,
  - Forms are filled up manually form to purchase policy and branches approach customers and vice-versa,
  - After filling up all the data, the branch will fill the data in the application as they have its access
  - Then it goes further to the central team for verification that the data filled up by the branches is correct

## TECH STACK

JAVA

## OUR APPROACH

1. Monocept revamped the entire application which was a major revenue generator for the company
2. The whole segment of branches of offline agents is now handled by the revamped application

## BENEFITS

- The agents of the client are now able to achieve end-to-end digitisation for their agent application
- Agent attrition rate has now reduced by 70% due to the seamless operation of the revamped application

**TO KNOW MORE DETAILS ABOUT THE  
PROJECT, TALK TO OUR EXPERTS**

**GET IN TOUCH  
TODAY**  
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