

## Services – Auto TPA

### Business Challenges

The client was hard pressed to increase their retail numbers in the face of unprecedented down turn in the auto motive market for which they have been designing various schemes and have even thought of leveraging on this AIV model of insurance. As a matter of fact, the facilitation of insurance for their customers is only a value added service offered by them to their customers. Yet, they thought it would be viable to use it to further their mission of augmenting sales.

### Tata BSS Solutions

True to our nature and the culture nurtured over the last 4 years, our team never says no or expresses an inability to do anything. We took our technology partner into confidence & put the solution in place.

#### Changes brought:

- While the policy is issued for only one year as per the regulations the system is so modified that the only total amount (premium for the 1st year + advance payment for two years more) alone will be accepted and the user at dealership cannot generate a policy unless full amount is paid. This functionality will apply only to such policies where the vehicle buyers are willing to avail of the scheme. For other buyers the system is available normally for issuance of the policies.
- The payments for this scheme mandatorily paid through NEFT are separately tacked and sent to the Insurance Company for reconciliation
- MIS is provided to the Insurance Company giving details of policy premium and advance premium collected.

The entire changes were effected within three days. At the close of scheme after running for three months, the system was brought back to pre -change condition. Changes were required at application level, data base level and operations level also. The entire project ran very smoothly leaving a trail of immense satisfaction and sense of achievement in our team

### PERFORMANCE HIGHLIGHTS

An overall beneficial scheme for customers, insurance company, automobile manufacturer and us, as the service providers playing a crucial role in increasing the numbers and as always spreading smiles across all the participants involved in this process

The participating insurance company collected a premium amount of 17 crores and an advance premium of Rs. 27 crores.

The total number of policies issues under this scheme was 18415 meaning that the new vehicle sales during the period of three months and availed this incentive is 18415.

### ABOUT Tata BSS

Tata BSS helps its clients increase its customer base, retain high value customers, protect their brand reputation and provide efficient and scalable BPM services. Tata BSS serves industry leading customers in North America, Europe and Asia across major industry verticals. Inspiring trust and un-complicating business transformations since 2004, Tata BSS is a wholly owned subsidiary of Tata Sons, the holding company of the 142 years old Tata Group.