

A Large Life Insurance Company goes paperless

eMudhra helps reduce cost, increase convenience and improve customer experience for a large Life Insurer

Industry

Insurance

Business Matters

With increasing transactions going through mobile and the internet, the Insurer wanted to move to a completely paperless environment for customer lifecycle management by using Digital Signatures which provide authenticity and legal non-repudiation

Business Need

Reduce turnaround times for customers from application to policy issuance using Digital Signatures for a completely paperless and digital customer on boarding

Approach

Deploy a digital signature workflow solution for management of customer lifecycle from application to issuance using legally valid digital signature certificates and components of digital signing and validation, approval workflow and document management

**Background**

This large Life Insurance Company was dealing with a deluge of papers resulting from customers who transact through its 100+ branches and over 40000 insurance advisors. This was resulting in huge challenges namely

- Increased customer turnaround times
- Huge back office processing centres for processing forms and applications
- Inconsistencies in customer data due to manual errors
- Real estate required for storage and archival of papers

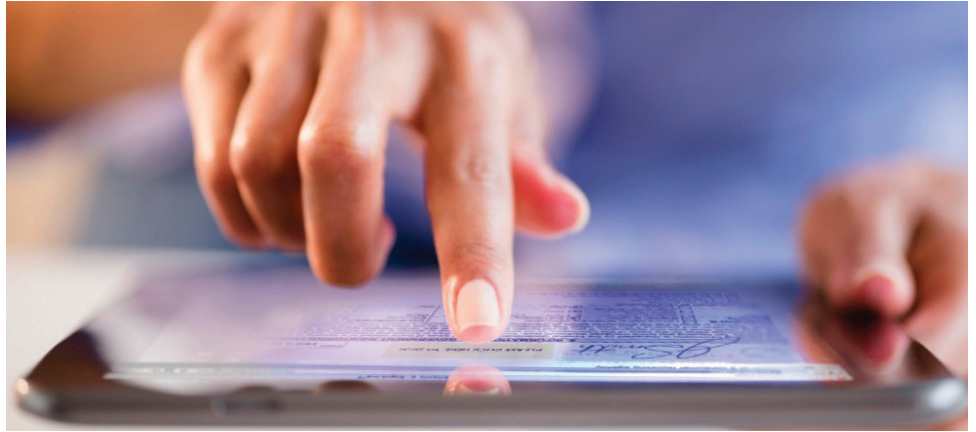
Business Requirement

The Life Insurance company wanted to therefore leverage Digital Signatures (both transaction based and crypto token based) to allow customers and approving authorities to initiate, sign, approve documents as part of a predefined workflow. The need was to completely eliminate paper based interaction between customer and insurance company and vice versa

Digital Signature Technology

The Digital Signature Technology works on the Public Key Infrastructure framework which uses a Cryptographic Key Pair – Private and Public Key for secure access and transmission of Information.

Digital Signatures can be both transaction based and generated by the issuer for the client in a secure device or issued in downloadable format to the user in a crypto token or secure device.



Benefits

Insurance Company reaped significant benefits by implementing digital signature based workflow for customer onboarding. This includes

- Legal non-repudiation thereby reducing frauds
- Offering anywhere, anytime filing of forms for customer onboarding, service requests
- Faster turnaround time, increased employees efficiency, productivity and transparency
- Meeting compliance & regulatory requirements
- Completely paperless workflow thereby resulting in huge savings from a BPO/Real Estate perspective

Solution

eMudhra (a Licensed Certifying Authority in India and a PKI solution provider) implemented emSigner – Secure Paperless Office solution to enable Digital Signature based workflow for customer to insurer and vice versa.

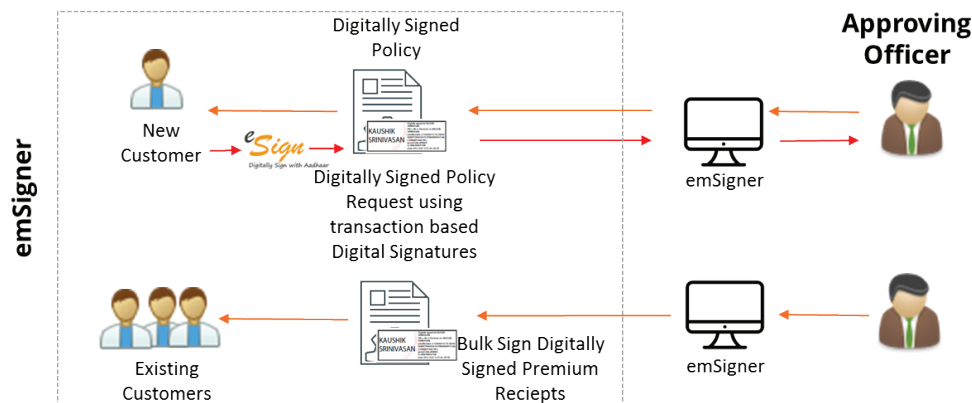
The typical lifecycle involves:

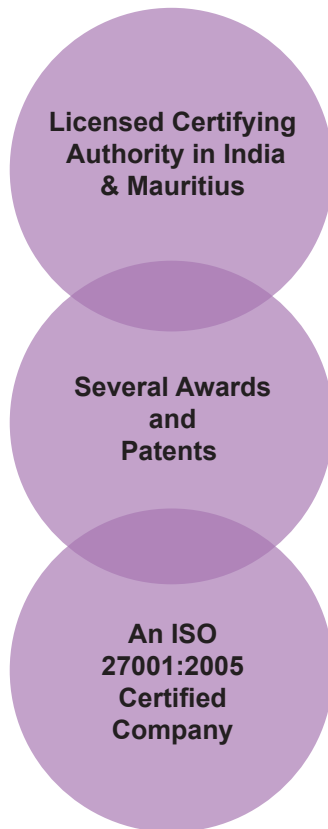
- Customers using **transaction based digital signatures** (lower cost) to sign new policy request forms. These digital signatures are issued server side with a link to the customer KYC
- Customer pays premium and other fees through online payment gateway
- The forms are sent **through emSigner to approving authorities**
- Approvers review KYC, digitally signed forms to **bulk sign policies using token based signatures** which are sent to customers
- Approving authorities periodically **bulk sign premium receipts** to be sent to customers

The paperless office solution uses following broad modules:

- **emSigner**
Digital Signature Workflow application for digital signature based workflow management with form builder
- **emAS - eMudhra Authentication Server**
To authenticate, verify digital signature certificates on a real time basis
- **Configuration Module**
Signature, Encryption & HSM
- **Hardware Security Module**
FIPS-2 level 3 certified physical computing device that safeguards and manages digital keys for strong authentication and provides crypto processing.
- **emCA – Certificate Lifecycle Mgmt**
 - **Certificate Issuance –**
To manage the issuance, revocation of Digital Signature certificates
 - **Certificate Download -**
For downloading digital certificate from Certifying Authority (CA) as a soft or crypto token
 - **Certificate Registration -**
To allow the customer to register their digital signature on the Banking application

Paperless Workflow for Insurance





About eMudhra

eMudhra is a technology and digital identity and transaction management company providing solutions which ease financial and statutory needs of consumers. eMudhra was established in 2008 and is a Certifying Authority in India and Mauritius to issue Digital Signature Certificates.

eMudhra's current enterprise and consumer solutions include Digital Signature Certificates, emSigner – Paperless Office Solution, emAS – secure multifactor authentication for banks, emCA for Digital Signature issuance and management and Prism – Voice of Customer Analytics using Semantics.

eMudhra is a market leader in India and has worked with large Banks, Financial Services companies and several Government agencies in India to implement Digital Signature based solutions which include secure access and paperless workflows.

eMudhra won the e-Asia award, an award given by AFACT (A United Nations body) for implementing Digital Signatures based on India's National ID – AADHAAR to bridge Digital Divide.