



**ECS Private Limited**  
**Partnering • Growth • Excellence**

# Enabling Clients Scale Newer Heights

## “Services” Practice Areas

- Banking & Financial Services
- Insurance
- Telecom

- IT & ITeS
- Healthcare & Hospitality
- Media & Entertainment

## About ECS

ECS is a premier business management consulting firm based in India. Since its inception in 1991 ECS has served more than 300 Indian and MNC clients. We have become a trusted 'partner in progress' to industry segments across the spectrum.

We have dedicated verticals for Banking and Financial Services, Insurance, IT & ITeS, Telecom, Hospitality and Healthcare, Media and Entertainment. To service our clients better, we have structured ourselves into multiple practice areas. These include Services, Manufacturing, Consumer & Industrial Products, Supply Chain & Full Value Spend, Human Resources & Change Management and Strategy.

Our clients include ICICI Bank, American Express Bank, Citibank, Birla group, Hindustan Lever Limited, ITC Group, Larsen & Toubro, ONGC, Phillips, Pfizer, Standard Chartered Bank, Cadbury's, Castrol, Electrolux, GCMMF (Amul), Goodlass Nerolac, Tata Steel, Tata Tea, among others.

## Consulting with a difference

**Handing over recommendations is not the end point of an ECS engagement; it is actually the midpoint!**

We have a strong 'Implementation Focus'. We deploy a hands-on approach to implement our recommendations and measure the results. Leveraging our strong skills in Change Management, we create involvement and ownership across levels in the client organization, resulting in sustainable, quantum benefits.

**Our clients view our 'Ability to Implement & Demonstrate Tangible Results' as the key differentiating factor...**

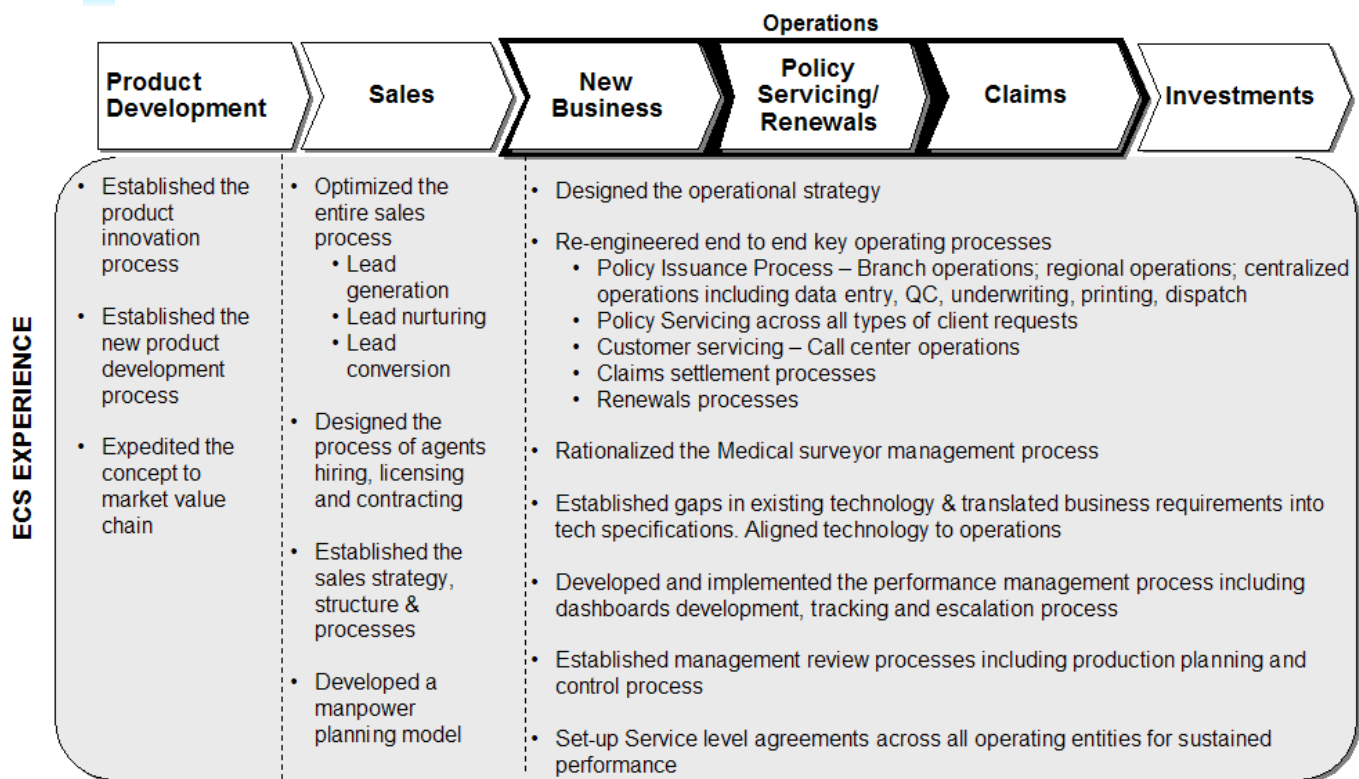
## Insurance Practice

ECS has partnered with a large number of Insurance companies and helped them in 'setting up benchmarks' in Indian industry. Our team has a strong domain knowledge of Insurance – Life and Non Life. ECS has helped Insurance companies with business strategy formulation to business planning, customizing the sales & operations architecture & end to end reengineering of all the key business processes across the entire value chain. We have leveraged concepts of lean manufacturing and six sigma and successfully implemented them to achieve quantum benefits for the client organizations.

ECS has a unique advantage for working with a large number of private Insurance companies in India across the spectrum. Our clients include ICICI Prudential, Max New York Life, Bajaj Allianz, SBI Life, DLF Pramerica and Aegon Religare amongst others. We have also assisted several new players in designing their operations architecture.

**We have designed/ reengineered operations architecture for 4 out of the top 6 private life insurance players in India.**

## ECS has established it's credentials across the entire Insurance value chain



Our domain knowledge in Banking and Insurance sector coupled with customized solutions help deliver tangible results

## Client Speak

*“Our comfort level with ECS was high having worked with them in the past... A good thing about ECS is that they let our people learn so that they can take over the project...”*

Mr. Sam Ghosh, Regional CEO, Allianz (Middle East)

*“I had the opportunity to review the impact and outcome of all changes and was delighted to see that our dream had been fully realized. I would like to place on record our appreciation for your contribution and recognize your firm and the team for having achieved our business objectives...”*

Mr. Anuroop (Tony) Singh, Vice Chairman, Max New York Life Insurance Company Ltd

*“Once ECS comes in they would like to find success which is different from others... They handhold the implementation rather than just advise and are willing to work with people at all levels... We got what we were looking for - improvement in TAT by almost 95% and reduction in cost by almost 45%...”*

Mr. Gopinath, Head - Operations (Retd), ICICI Bank

## Illustrative Case Studies

### Case study : Developing a Scalable Policy Issuance Model for Life Insurance

#### Situation:

- Client is a recent entrant into the insurance space in India. In order to succeed in the long term, client was seeking to differentiate itself in terms of the customer service
- Growth in policy volumes had led to processing delays & large number of complaints from agents

#### Challenges:

- Project management
- Tremendous increase in volumes was effecting the policy issuance TAT causing huge dissatisfaction among the clients

#### Opportunities:

- Reducing the turn around time for policy issuance at centralized operations
- Cost reduction of the policy issuance process
- Improving productivity of operations at the setup
- Reducing customer complains and turn around time for complaint resolution

#### REsults:

- 70% reduction in the turn around time of policy issuance process
- 20% reduction in cost of issuing policy
- 50% improvement in productivity
- Intangible benefits in terms of process focused organization with higher sensitivity to customer service and a continuous improvement culture

### Case study : Pan India Operations Launch for an Insurance Major

#### Situation:

- Client was a leading US insurer entering the Indian market in life insurance. The management team was drawn from diverse backgrounds and had a challenging launch schedule to meet.

#### Challenges:

- Project management
- Process migration from foreign partner
- Design and installation of new processes in the field offices and integrating them with back office
- Goal alignment of team members from diverse backgrounds
- IT implementation as per schedule

#### Opportunities:

- Design / detail front office processes and key processes for underwriting and policy issuance
- Design and implement training modules for front office operations
- Weekly monitoring of launch with project management software
- Goal deployment exercise to develop performance contracts for all employees

#### REsults:

- Nation wide launch and IT implementation as per schedule
- Process manuals that have now become standard operating procedures for field offices
- Validated goal sheets for all 300 employees in 4 weeks from CEO to support staff.
- Identification of organizational goals at risk and development of risk mitigation plans for management team

## Illustrative Case Studies

### Case study: Revamping Policy Owner & Customer Servicing to meet growth objectives

<b>Situation:</b> <ul style="list-style-type: none"><li>Client is a recent entrant into the insurance space in India and experiencing the challenges of the growth phase</li></ul>	<b>Opportunities:</b> <ul style="list-style-type: none"><li>Defining standard query and complaint resolution processes</li><li>Redesigning the operating model to ensure servicing to full satisfaction at the point of contact as upfront as possible</li><li>Eliminating number of handoffs and non-value added activities to ensure optimal cost per transaction</li></ul>
<b>Challenges:</b> <ul style="list-style-type: none"><li>Handling significant rise in retail business volumes</li><li>Managing large number of non-straight pass cases that lead to iteration with agent or customer</li><li>Focusing on keeping costs at an optimal level, while providing customized post policy issuance services to customer</li></ul>	<b>REsults:</b> <ul style="list-style-type: none"><li>Reduction in end-to-end turnaround time of servicing by 80%</li><li>Reduction in annualized cost of customer servicing by 25%</li><li>Improvement in customer satisfaction level with survey indicating score as high as 90% satisfaction</li><li>Improvement in productivity by 40%</li></ul>

## Typical Benefits from our Interventions

Cost reduction	- Upto 35% reduction in cost per transaction
Productivity improvement	- 20 % to 30% improvement in Productivity
Turnaround Time reduction	- 50% to 75% reduction from a customers point of view
Quality improvements	- Reduction in errors & duplication by 50% to 60%

Over 70% of our revenues is repeat business from our existing clients

## Network

<b>Mumbai</b>	2A, Wing A, 8th Floor, Prism Towers, Mindspace, Goregaon (West), Mumbai - 400 062 Tel: 91-22-40033400-01, 40074600 Fax: 91-22-40074700
<b>Gurgaon</b>	804 Signature Towers, Tower A, South City, Gurgaon 122001, Haryana Tel: 91-124-2383301 / 02, 2383278, Fax: 91-124-2383295
<b>Chennai</b>	1 <sup>st</sup> Floor, Mootha Centre, New # 23, Kodambakkam High Road, Nungambakkam, Chennai - 600034. Tel: 91-44-42123471, 42123481
<b>Bangalore</b>	Tel : +91-80-40794128

Visit us at [www.ecs-limited.com](http://www.ecs-limited.com)