

**HEXAWARE**

# Insurance Modernization for a Leading Insurer with Guidewire Application Suite

Accelerating Innovation and Customer Experience

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Case study

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# Client

| Client

Challenge

Solution

Benefits

Summary

## A Forward-Thinking Insurer Ready for Change

Our client, a federated operating company within a global conglomerate, is a major player in auto insurance, with additional offerings in pet and personal accident medical coverage. What sets them apart? They operate exclusively through direct sales—no brokers, just a straight line to their customers. This approach gives them a unique edge, but it also means their digital experience has to be top-notch to keep up with today’s fast-moving market.





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## Outdated Systems Holding Back Innovation

Let's face it—legacy systems can be a real drag. The client's digital front-end was showing its age, making it tough to roll out new products or features quickly. Launching a new line of business? That took way too long. They needed to:

- Attract millennials and younger customers who expect everything at their fingertips.
- Prepare for a future roadmap, especially as they eyed new products for the Japanese market.
- Improve straight-through processing to streamline operations.
- Cut down on call drop rates and boost first-time resolution for customer queries.
- Launch smarter, more targeted sales campaigns.

In short, they wanted to move fast, innovate, and deliver a seamless experience—but their tech just wasn't keeping up.





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## Guidewire-Powered Modernization with Hexaware

Hexaware stepped in as a trusted IT partner, ready to roll up our sleeves. Our approach? Modernize, automate, and empower.

- **Application Modernization in Insurance:** We migrated their legacy systems to the agile, configurable Guidewire Application Suite, making everything more responsive and future-ready.
- **Digital Experience Overhaul:** Using Guidewire Digital, we revamped the customer journey—faster quotes, better self-service, and a slicker user interface.
- **360-Degree Customer View:** By integrating with their CRM via MULE, we gave both customers and call center agents a complete, real-time view of every interaction.
- **Data Lake Transformation:** We moved their data to the cloud, unlocking powerful analytics for sharper, more targeted sales campaigns.
- **Automation Everywhere:** More automation meant smoother straight-through processing and smarter, data-driven decisions.

The result? A transformation that touched every part of their business, from the front-end experience to back-end efficiency.





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## Real Results, Real Impact

The numbers tell the story:

- **Faster Time-to-Market:** Three new product variants launched in just two years—what used to take ages now happens in a flash.
- **Sales Growth:** Quarterly, data-driven campaigns led to significant year-on-year sales increases.
- **Operational Efficiency:** Straight-through processing jumped by 30%, slashing operating costs.
- **Customer Service Wins:** Over 500 call center users now have a 360-degree customer view, cutting call drops and boosting first-time resolution.
- **User Experience:** Digital users now get quotes 50% faster, setting a new standard for customer satisfaction.





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## Empowered for the Future

Hexaware partnered with a leading auto insurer for legacy system modernization using Guidewire, enhancing digital experience, speeding product launches, and boosting sales. The transformation improved automation, customer service, and data-driven campaigns, resulting in faster time-to-market, higher customer satisfaction, and significant operational cost savings.



## About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate. With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at  
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