

Tata AIG General Insurance Co. Ltd. revamps its online platform

The new interface will streamline customer journey, leading to quicker transactions

Key highlights:

- *New improved interface built using a Neumorphism aesthetic*
- *Faster checkouts with multiple alternative payment options*
- *Offers artificial Intelligence support towards making the customer journey smoother*

Mumbai, October 23, 2020 – Tata AIG General Insurance Company Limited, one of the most preferred general insurance companies, has revamped its online platform, tataaig.com. The new refreshed online platform offers an upgrade on all fronts, including design, software, navigation and user journey to customize and improve the online experience for customers at every touchpoint.

The interface is built using Neumorphism, a relatively new trend in User Interface (UI) design. The Neumorphism aesthetic mimics minimalism and real-looking objects, delivering a unique experience for the user. The interface is clean, fresh and minimalistic that makes it simple for new and returning customers to access what they are looking. The white background with hues of blue has been particularly chosen to reflect the ethos of the brand - simplified, open and transparent, and quick.

Faster & smoother buyer journey

The intuitive click and select schematics make insurance buying a breeze on the new platform. Data integration allows returning customers to transact even quicker by pre-populating fields, so that one can get a quote in just two clicks now. Consumers now also have a wider array of payment options to choose from.

Built for mobile

An increasingly large number of people are using mobile phones to navigate the web. Of India's 560 million internet users, about 29% are online on mobile devices (as of 2019). This number is expected to grow to 35% by 2023 (Source – Digital India, Mckinsey). In anticipation of this, the new Tata AIG online platform has been built with a mobile-first approach, making it compatible across browsers, operating systems and form factors. The website has a responsive design architecture that translates to a seamless experience across all screen sizes - mobile or tablet. Particular attention has been paid to minimising page size and optimisations for page rendering, keeping in mind the difference in the quality of internet access across the country.

Built for scale

The new TATA AIG platform is a cloud-native application built using server-less components. In combination with micro services, it ensures functionality scales up based on the usage. The new platform is built to handle queries in peak traffic easily, a function extremely crucial for an insurance service provider since responsiveness is a crucial factor. Response times have will be improved by ~35%.

Commenting on the development, **Mr. Amit Ganorkar, Chief Operating Officer, Tata AIG General Insurance** said, *"Technology has ushered in a tremendous disruption in the insurance sector. With the increase in the number of online transactions and the emergence of a digital-first consumer segment, speed and accuracy are critical in providing outstanding service to our customers. We have built our reputation on quality, knowledge and personal*

service, and the new online platform will make it even easier for customers in their entire journey to purchase insurance or service their existing policy requirements. With this launch, Company is making a strong digital shift and refocusing its efforts on delivering a seamless digital experience to the customer, aiming to optimise the customer life cycle with the right solutions. It is a move towards offering a customer experience backed by the use of big data using providing a personalised experience, ensuring data privacy and maximising the use of technological aids like chat-bots, apps, IVR, automation etc.”

About Tata AIG General Insurance Company Limited:

Tata AIG General Insurance Company Limited is a joint venture company between Tata Group and American International Group (AIG). Tata AIG General Insurance Company Limited celebrates 19 years of service this year (2020) since it commenced operations in India on January 22, 2001. The Company has grown strongly to emerge as the preferred private general insurance company in India with several pioneering firsts to its credit. Driven by a mission to create better tomorrows for Customers by delivering trustworthy and innovative risk solutions, Tata AIG's broad portfolio of protection covers for businesses and individuals, are backed by years of professional expertise in product offerings, exceptional service capabilities and seamless claims process management.

As on March 31, 2020, Tata AIG General Insurance Company Limited recorded its Gross Written Premium (GWP) at ₹7,548 Crore. With more than 205 offices spread across the country, Tata AIG General Insurance Company Limited has a robust multi-channel distribution network of 28000+ licensed agents including POSP, 400+ licensed brokers; a workforce of 5,000+ employees, including 800+ claim experts and a dedicated Customer Service & Operations team, consistently delivering superior service experiences, powered by the latest innovations in technology.

For more information, visit www.tataaig.com