intellectAI
formerly **Intellect SEEC**

**Contextual Business
Exchange - Insurance (CBX-I)**

Sell & Engage. Anytime. Anywhere

Simplicity is the ultimate sophistication

Experience it with CBX-I

Insurance distribution should be about engaging relationships and quality advice, not frustrating paperwork and process.

For far too long, insurance technology has been suboptimal, held back by cumbersome and siloed systems. The systems have made it costly and slow to bring change, difficult to deliver good user experience, and have created process inefficiencies.

In today's world, technology should be simple yet sophisticated, rich in functionality yet intuitive, contemporary yet affordable, secure and omni-connected yet easy to install and upgrade.

That's where we step in. Our mission is to bring advances in insurance technology in a way that is easy for carriers to deploy, maintain and upgrade. We rebuilt our entire technology stack recently to leverage advances in cloud computing, AI and big data, so your mission critical insurance applications can be as sophisticated and easy as your smartphone. After all, if a $700 phone can do so much and yet update overnight without intervention, why shouldn't insurance software?

Your CBX-I software is your new age storefront. It defines who you are to your customers and agents. We believe that the software should be configurable enough for every insurer to adapt it to their unique business model and evolve it with time.

Technology is the game changer in financial services and every insurer, irrespective of their size should be able to deploy contemporary technology. Our mission therefore, is to level the playing field for all insurers through good technology.
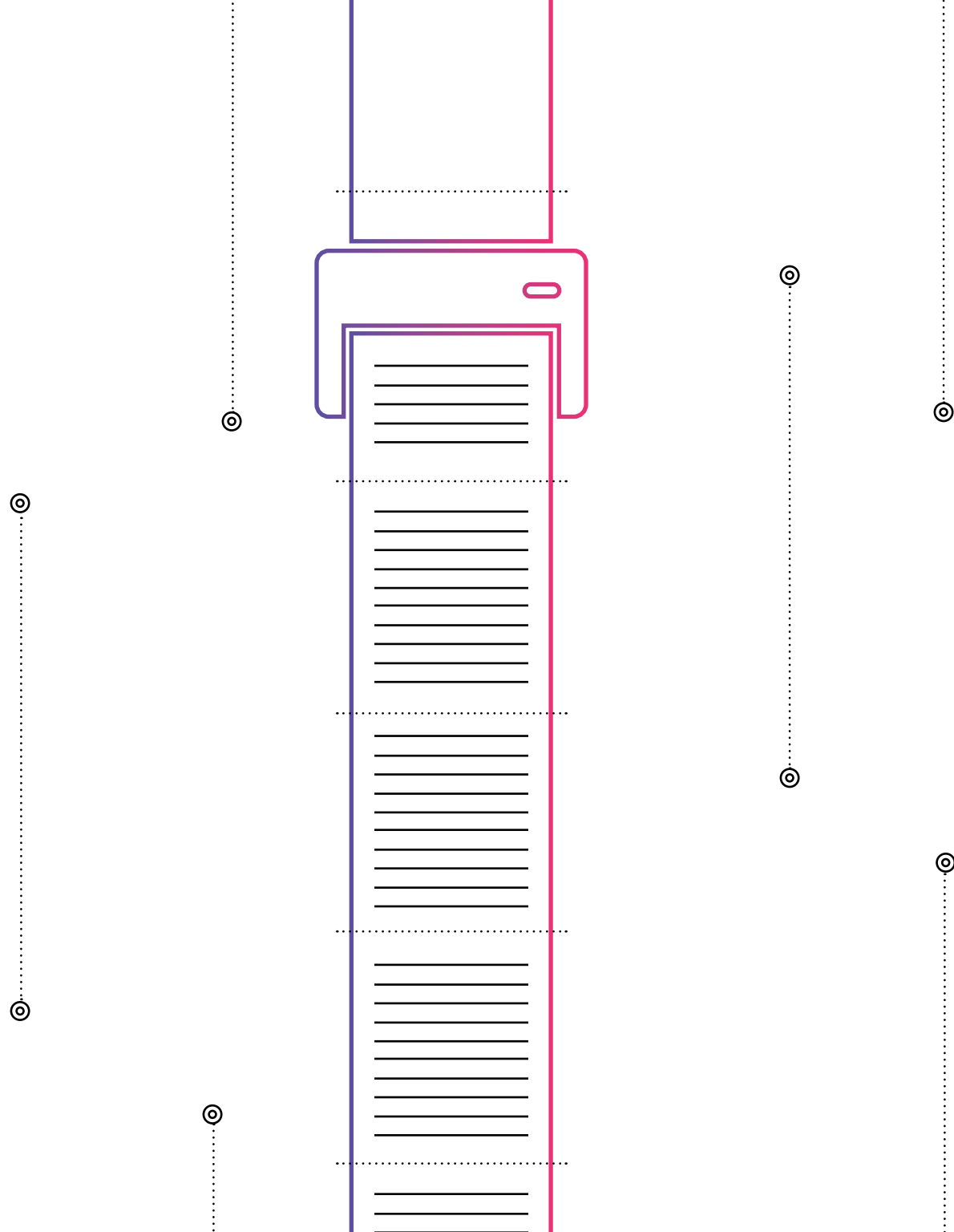
Today's Insurance Technology

Costs are high, but innovation and agility are low

Applications often work in silos

Agents' productivity is low

Paperwork does not seem to disappear
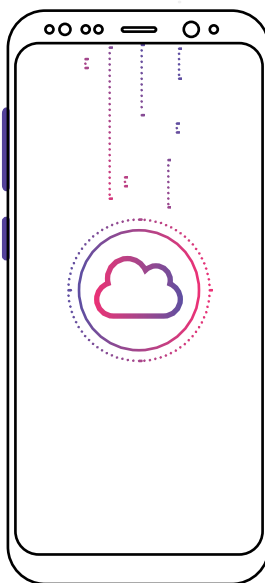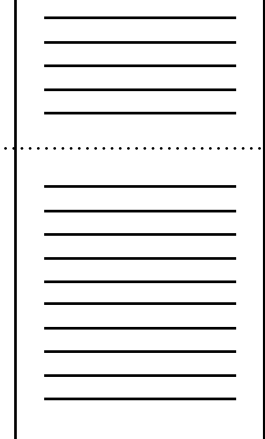
Agent and customer experience is poor

Takes too long to get a bound policy

Talent attraction and retention are low

Insurer financials are stagnant

Insurance Technology As It Should Be

With IntellectAI's technology, you can build and configure as per your needs. Our platform comes with a bundle of apps which can be used individually or in combination.

One Platform

With a single, unifying platform you can go-to market quickly, integrate back office and external systems through 180+ pre-built APIs and microservices, and simplify your IT environment. Clients have seen a 50-60% head start on their integration projects.

Cloud-native

Cloud-first apps reduce your total cost of ownership while increasing performance and scalability, enabling you to innovate rapidly. Multi tenancy allows proprietary branding for your distribution and partner channels.

Agile

Our agile approach ensures quicker release of capabilities. Seamless deployments save you from business downtime and painful release cycles.

Intelligent Automation

Artificial intelligence powered non-linear automation takes operational efficiency to the next level. It ensures straight through processing for even the most complex business scenarios. Domain-trained interactive technologies seek human intervention when negative intent and sentiments are received.

Business and IT in Partnership

This is a win-win for business and technology. Business capabilities are rendered quickly and in alignment with business strategy. Technology stays relevant with architecture that is built to scale and is agile and future proof.

Lead Closer

Insurance CRM

Needs Analysis

Product and Amount
Recommendations

Quote and Illustration
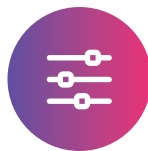
Price and Compare

e-App

Multi-line Electronic
App with Automated
Underwriting

**Profile
Management**

360-degree View

Customer Servicing

Digital Assistance

Product Launcher

Speed to Market

Introducing
CBX-I

Everything a
contemporary insurance
company should have.

CBX-I is the only
comprehensive software
that delivers exponential
results across new business
and servicing operations for
advisors, customer service
representatives
and customers.

With this AI-powered
platform, advisors, contact
center representatives and
customers can engage and
transact seamlessly across
devices in real time and out-
of-the-box.

Lead Closer

CBX-I Lead Closer app is an insurance-specific artificial intelligence (AI) powered Customer Relationship Management (CRM) app that enables insurance agents to sell the 'right' product to the 'right' prospect at the 'right' time. **Furthermore, it enables insurance agents to manage leads intelligently by prioritising activities for swiftly converting a lead into a customer.**

This includes information uploads (manual & automated), lead process initiations, lead engagement, analysis & qualification along with customer acquisition management. Lead Closer is built with APIs and microservices that integrate with your calendars, document management & administrative systems.

Needs Analysis

CBX-I's Needs Analysis app is a unique goals and risk-profile based 'product recommendation' tool, equipped with triggers for cross-selling and upselling new products to your prospects and customers in real-time. **This enables insurance agents to 'win-better' with opportune moments to upsell or cross-sell products with real-time recommendations during their interactions.**

Quote and Illustration

CBX-I's Quote & Illustration app creates engaging interfaces compatible across multiple devices enabling insurance agents and their customers to easily compare life insurance policy related information across various products and premiums.

Detailed illustrations provide a guideline for your customers to gain comfort with their policy options and help them make an informed decision. When used as an 'a-la-carte' solution, the solution easily integrates with the existing CRM or e-App systems. Pre-fill functions and the ability to use your own calculation engines maximise the potential of your existing assets and consequently harmonise your customer experience.

e-App

CBX-I's e-App provides one platform across all product lines for both your insurance agents and direct-online channels. **It is fully integrated with all downstream systems including Lead Closer CRM, Needs Analysis and Quote & Illustrations for maximized application pre-fill.**

Get a seamless user experience to process even the most complicated applications within minutes; and you can start on one device and complete on another, without losing any information.

The app features automated underwriting, dynamic rendering of information and underwriting questions based on real time user responses (reflexive capabilities), digital signatures and third-party integrations to medical, pharmaceutical, and payment vendors. Rule-driven STP can be triggered for initial payment of premium within the same session if all acceptance criteria are met, or a workflow is triggered for underwriter review and decision. Agent statements are intrinsic to e-App.

Profile Management

CBX-I features a comprehensive profile management system with dedicated dashboards for an agent's or customer's portfolio.

Your insurance agents can manage their personal profile, business & customer portfolio, performance and market analytics, get alerted on actionable items for lead conversion, and get notifications on their customers for cross-sell & upsell opportunities.

Customers can manage their personal profile, holdings' portfolio across products, view policies and endorsements, beneficiary details, claims status, communication history, payment history and more. The system, when deployed in integration with our Customer Servicing app, creates straight-through processing (STP) ability for post-issue servicing based on your workflow and business rules.

Customer Servicing

CBX-I's Customer Service app primarily enables three types of services - 'Agent-led service management', 'Service center led management' or 'Client Self-Service' and triggers real-time processing of in-force policy endorsements, claims and terminations.

Financial endorsements include fund transfers, fund allocations, loans, withdrawals, surrenders, payment mode changes and more. Non-financial endorsements include beneficiary changes, changes in payment methods, statement requests and more. Furthermore, the solution is intuitive to divert workflow toward human intervention when required.

Both your customers and insurance agents can get real-time updates to their 'devices of choice' and can collaborate seamlessly with your Customer Service Representative (CSR) for a 'continuous experience'. The feature also enables a state-of-the art, 24x7 customer experience, while reducing servicing costs and improving client satisfaction, all in one go.

Product Launcher

CBX-I's Product Launcher is a configuration app that enables technology savvy business users to create, configure and launch new products & policies with no IT involvement.

Reduce time to market on new products by simply cloning existing products and configuring for deltas quickly. It is an easily configurable low code citizen application that allows you to configure a product once and enable it across all active channels immediately.

New products or variations of products for specific campaigns can be automatically rendered on all customer-facing client and agent systems making your business truly agile in the modern competitive landscape.

IntellectAI Advantages

We are insurance professionals first

We design our products to help our clients meet the challenges of today, but importantly to ensure that they are future proof. Our experienced team possesses a strong blend of insurance domain and technical solution knowledge. Our team is a mix of ex-insurance carrier executives, technology experts, UX designers, integration specialists, and quality assurance experts.

No need to replace your existing core system

Designed to exist in the insurer's IT landscape, our platform maximizes the use of existing IT assets. You can create your own process design and reduce operational costs. This is in contrast to software that can neither integrate well with insurer systems nor can be tailored to meet your processes.

By all means, outlaw paperwork and juggling between software

Our platform truly liberates advisors and customers from paperwork. It comes with pre-built APIs, enabling easy integration with legacy systems, agency and third-party systems.

One platform for all product lines

Experience a real-time, end-to-end sales and service solution for your entire set of individual and group products. Business lines include Life, Annuity and Health.

Fast, flexible and truly out-of-the-box

CBX-I is scalable and simple to implement with apps that can be packaged in a variety of ways. It is configurable at the level of UI, workflow and rules and customizable for your brand. You can only license the apps that you need. It is available on multiple devices and across channels including direct-to-customer. It is by far the easiest software to use for advisors and customers. It can be implemented on premise or in the cloud, and is a technology-agnostic stack. All of which means you'll see results in weeks and months, not years.

Our promise to insurers

- Enable digital capabilities in weeks and months
- Single codebase for multiple devices and all channels out-of-the-box: advisor, CSR and direct-to-consumer
- See significant lift in agent and staff productivity
- Pre-built APIs for quick integration with backend systems
- Maximize ROI on legacy investments
- Lower IT and operating costs

Your advisors will

- Not juggle between different applications
- Significantly improve advice accuracy and consistency
- Manage prospects effectively
- Have more opportunities for cross-sell and upsell
- Improve productivity while on-the-go
- Forge greater engagement with clients

And your customers will

- Interact easily through a device of their choice
- Better understand your products and get engaged
- Have the ability to self-serve anytime, anywhere
- Have an integrated and seamless experience

Low-risk proven suite

- 100+ transactions out-of-the-box for the full suite
- Use our user interface or your own
- Continuous real-time experience across channels and devices
- Continued development with insurer feedback
- Continuous investments in innovation (cloud, analytics, social, AI)

Scalable platform

- Powerful APIs to build your own differentiation to meet current and future requirements
- Open source or preferred stack
- Data security with encryption
- 20+ years of integration experience

High-value

- Modular apps or standalone – quickly adapt to business priorities
- Rich, interactive, device-responsive design
- Readymade API connectors for easy integration – business rules engine, workflow tools, package and policy admin system, operational data stores, data warehouse, third-party integration

Low-cost

- Modern, light, proven in multiple markets
- OOTB - single codebase, multi-channel, multi-device
- Clean separation of business logic and presentation layers
- High reuse across future enterprise projects
- Multiple licensing options (unlimited users, no click fees)
- Available in the cloud
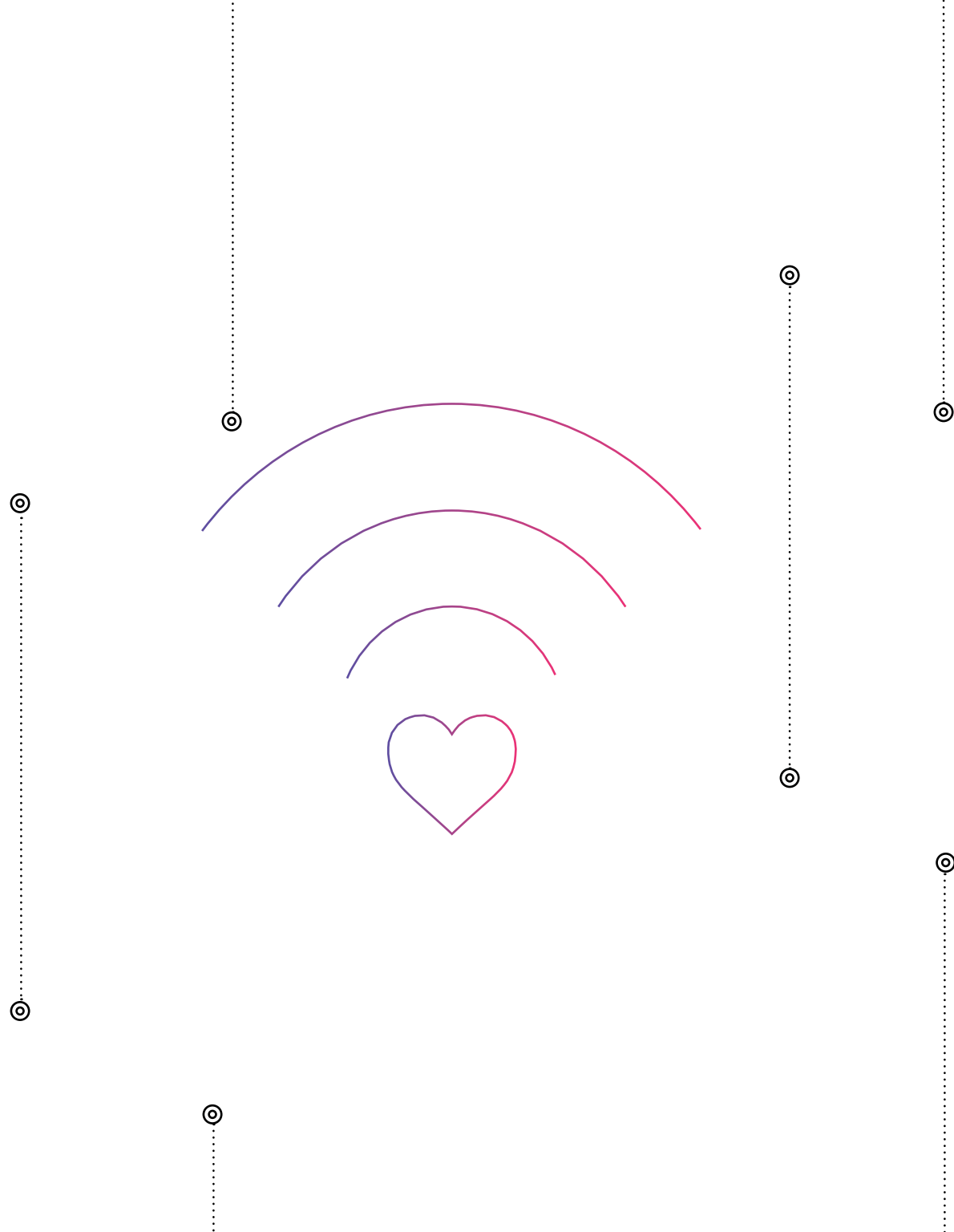
Case Study #1

With this Midwestern Mutual, we made digital transformation the new normal
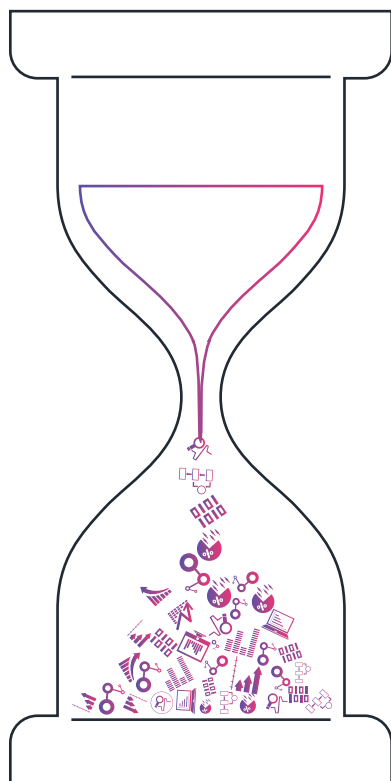
Problem

Expanding their reach to middle markets for quick growth while opening a direct channel to lower costs were the challenges that this insurer was interested in solving. Its recent challenges included lengthy policy issuance, form submission errors, manual evaluation processes and lost business. Intellect SEEC was brought on board to help achieve the goals quickly.

Solution

IntellectAI deployed a new direct channel with 3 new products of the insurer – Graded Benefit Whole Life, Accidental Death Benefit and Fixed Premium Deferred Annuity. Within 5 months, the insurer was in production, experiencing benefits.

- Quote compare with quick policy issue turnaround time (in minutes) was achieved through rule-based decisions and third-party real-time integration (MIB and payment gateway)

- Improved productivity of underwriters, service employees and IT with reduced need for specialized customer service staff

- 30% acceleration of project timelines (requirements to deployment) through pre-built artifacts

- 50% IT time savings due to hands-on training and hands-off procedures for developers and technical architects

- Ease of product and business rule maintenance

- Improved data accuracy enabling clean policy-holder information

Case Study #2

Delivering digitally competitive transformation to one of India's largest insurance companies in 9 months.

Problem

One of the world's largest insurance carriers based out of India set out to boost its digital footprint across various devices and channels for the country's mobile-first population. The carrier wanted to create a digital storefront for all aspects of selling and servicing insurance policies.

Solution

The insurer chose CBX-I to digitally transform their existing portals and move to a full service portal with a robust architecture. Our solutions strategy ensured user-friendly experience to their customers and maximum configurability of systems for their business users. The benefits started to show within a few weeks of deployment of our product.

- Truly agile development with delivery time and cost slashed
- Significantly lower total cost of ownership (TCO)
- Implemented a flexible and configurable solution based on an open architecture
- Rule-based architecture using BRMS
- Implemented mobile apps

for all the customer service features such as premium payment, loan payment, handle all service requests, customer profiling, policy status, spot revival, bonus information and premium paid certificates.
- Omni-channel, omni-device, responsive design
- Online payments enabled for digital portal and mobile apps
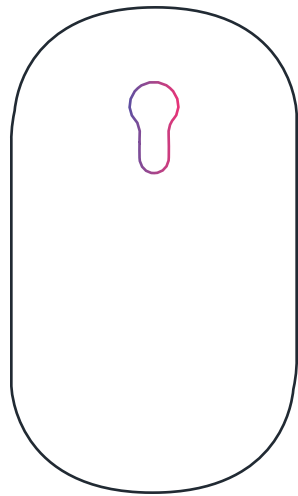
Insurer's iOS and Android Apps

12 million+

Downloads on Google Play & App Store

4.2 average rating

Across Google Play & App Store

3.4 million+

Transactions every day

Book a demo and see for yourself

Allow us to show you how easy CBX-I is to use.

Email **hitesh.arora@intellectdesign.com**
and he will call you for an appointment.

For more details,
visit **www.intellectai.com**

About IntellectAI

IntellectAI is an insurtech Transformation Partner with contemporary AI and ML solutions, and agile technology, data science and consulting teams that take a strategic approach to tackling the biggest challenges for insurance. As a core technology transformation partner, we have successfully driven one of Europe's largest data migrations.

Our underlying technology powers sophistication with simplicity ensuring an engaging and insightful user journey. Our AI cloud native products are known to address the most complex business objectives with the highest accuracy of outcome. Our skilled technical experts and data scientists seamlessly augment our customer teams to accelerate their transformation journey easily adapting as business models and technology evolves.

www.intellectai.com