GLOBALVOX

Client

KATARIA
DELIVERING DREAMS

The Requirement

Kataria Group, India's second largest auto distribution group, is one of the fastest flourishing business conglomerates in India. Since 1956, Kataria group now has more than 7000 employees serving more than 1 million gratified customers, with a turnover of over USD 600 million. Kataria Group forayed into insurance business in 2014. Since then they have issued policies to thousands of customers. Recently they got a Pan-India license - for general (non-life) insurance.

They wanted to expand the insurance business towards B2C and targeting non-Kataria customers as well. They were looking for a portal to target potential insurance seekers. The portal has to be competitive, easy-to-use, support multiple languages, educative and a assistive user journey.

Challenges

- Collaborating with multiple vendors and getting their systems to communicate with our system was a big challenge.
- Middleware architecture for routing the communication with security
- NLP based chatbot integration to support tier2 and tier3 cities

Solution

We came up with a plan to develop a web portal with minimal design keeping it simple and intuitive. For communication and collaboration we integrated with

- AI Chat bot
- CTI platform
- Insurance aggregators
- CRM

Features developed

By engaging with GlobalVox, NCD achieved the following results:

- Insurance renewal module
- Lead generation module
- CMS portal
- Claim management module
- Insurance quote generation
- Dashboard
- Analytics
- Call to interaction (Automation)