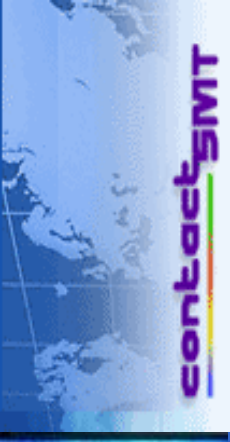




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Insurance Solutions

The ContactSMT Advantage

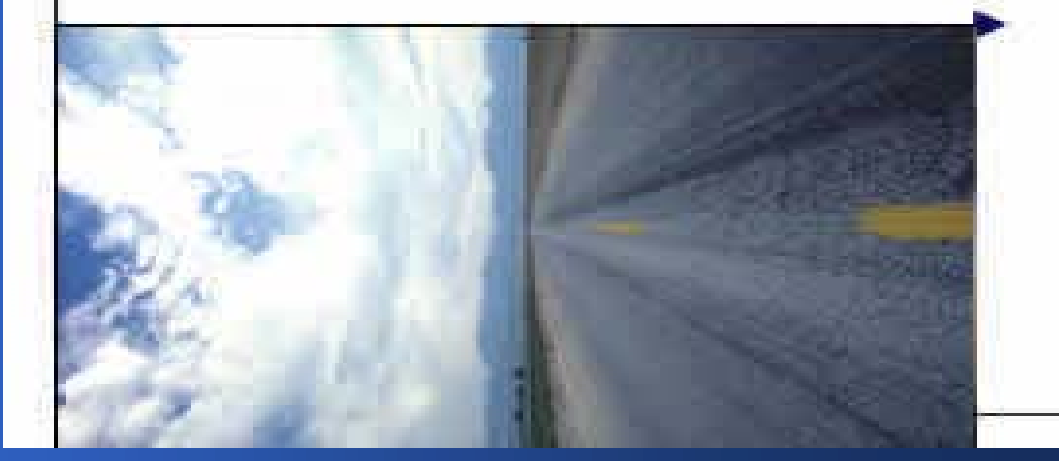


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The Road Ahead.....

- **ABOUT US**
- **CURRENT INSURANCE SCENARIO**
- **WHY OUTSOURCE (BPO BENEFITS)**
- **BENEFITS OF OUTSOURCING**
- **BENEFITS OF OUTSOURCING TO INDIA**
- **OUTSOURCING TRENDS IN 2004**
- **WHAT IS BEING OUTSOURCED**





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SM Telesys Ltd.

- ❑ PROMOTED IN 1993 BY DR.N.P.SEN, FIETE, PHD
- ❑ SUPPORT FROM RIICO, RCTC (AN IFCI CO.) & SBBJ
- ❑ STATE-OF-THE-ART SMT PLANT AT BHIWADI, RAJASTHAN
- ❑ MODERN INTERNATIONAL CONTACT CENTER AT NOIDA & N.DELHI
- ❑ FORMED A JVC WITH PTT NETHERLANDS IN 1995 TO OPERATE PAGING SERVICE: *NETHERLANDS INDIA COMMUNICATIONS ENTERPRISES (P) LTD.* (NICE)
- ❑ COMPANY CAME OUT WITH PUBLIC ISSUE IN 1996 & CONVERTED TO PUBLIC LTD.

VISIT US AT www.smtesys.com



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SMT'S JVC: NICE (P) LTD.

- ❑ PROVIDES PAGING SERVICE UNDER BRAND NAME “***NICE PAGING***”
- ❑ THREE STATES & TWO CITIES IN OPERATION
- ❑ JOINT VENTURE OF SMES WITH LGIC, NARAY, ESQUIRE & PTT NETHERLANDS
- ❑ STARTED PAGING SERVICE IN 1996-97
- ❑ FIRST TO START STATE-WIDE PAGING SERVICE IN INDIA
- ❑ OVER 20,000 SUBSCRIBERS & GROWING

VISIT US AT www.nicepaging.com





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JOINT VENTURES

- ❑ LG INFORMATION & COMMUNICATIONS LTD., S. KOREA
(PART OF FORTUNE 500 LG GROUP)
- ❑ NARAY COMPANY LTD., S.KOREA
- ❑ NEPOSTEL/PTT TELECOM, NETHERLANDS
- ❑ ESQUIRE ELECTRONICS INC., USA

DISTRIBUTOR & SERVICE PROVIDERS

- ❑ AMCAT, INC, USA
- ❑ NUERA COMMUNICATIONS, INC. USA
- ❑ VIKING ELECTRONICS, USA
- ❑ ADVANTECH, TAIWAN
- ❑ CARRIER ACCESS CORPORATION, USA



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CURRENT INSURANCE SCENARIO

- Globally the Insurance industry has been under significant focus due to several world events recently. Numerous unanticipated claims have effected badly the Insurance industry resulting in an adverse impact on their bottom-lines. Continuous demands for improved services have clogged the insurance organizations to re-vamp the way the services are being provided.
- Competition is increasing in insurance industry and growing on a day by day basis, the declining margins has made the insurers to sit up and take stock of their current processes and practices. Insurers are now realizing that they need to focus on their core competencies and have to optimally use their resources to be competitive.



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WHY OUTSOURCE (BPO) BENEFITS

- ❑ Although BPO is not a recent phenomenon, today's renewed vigor and interest in BPO has arisen from one need - the need to become more competitive and the compulsion to provide 'more value' to the customer than the competition.
- ❑ In 2004, insurance companies will continue to adopt more relevant business models. Fierce competition, rapidly evolving technology, deregulation and the resultant spawning of more innovative insurance products, terrorism, and a volatile economic landscape all demand business solutions that surpass the capabilities of in-house staff.
- ❑ Insurance companies that are willing to take stock of their inadequacies, assess their needs, and consult with outsourcing experts to ensure partnering with the right provider will survive and prosper in the years to come.

BENEFITS OF OUTSOURCING

- Cost Savings -An offshore BPO solution can result in tremendous savings - even up to 24%-30%- in back office operations such as items processing.
- Superior Policyholder Customer Service
- Increased Efficiencies
- Faster Speed to Market
- Continuous Process Improvement
- Improving present service levels by leveraging the competencies of process experts and also by introducing globally emulated best practices - leading to process optimization and efficiency (e.g., improving the total time spent in processing an auto claim by outsourcing it to an outsourcer established in the Auto Claims Processing Area).
- Exploration of customer self-service through channels like web-portals.
- Focusing on core business.
- Flexibility of transaction capacity, people, technology.



BENEFITS OF OUTSOURCING TO INDIA

- ❑ A huge population of English speaking and computer literate graduate manpower
- ❑ A 9 to 12-hour time zone difference with USA and other major markets.
- ❑ Cost of qualified personnel is amongst the lowest in the world.
- ❑ Support of Government of India for all IT led industries offering export income benefits and other tax rebates.
- ❑ Many State Governments in India offer special incentives and are making concerted efforts towards improving infrastructure for setting up IT Enabled Services.
- ❑ Thrust by Government of India to make India an IT-driven nation with a focus on services sector where potential for value addition and thus premium is higher.

A recent study carried out by McKinsey & Company and NASSCOM (The National Association of Software and Services Companies) estimates that India is likely to corner a sizable portion of the \$142 billion global IT-enabled services market by 2008





OUTSOURCING TRENDS IN 2004

Cash reserves are being diminished to dangerously low levels. "Insurance companies pay out much more in claims than they take in premiums," explains Carolyn Gorman, vice president of the Insurance Information Institute, based in New York City. "They make up the difference through their investment gains." This is good for policyholders because premiums are low; however, when investments stop performing well, premiums are raised (known as a hard market) to make up the difference.

- ❑ **Margins are shrinking and that will force more insurance companies to break with tradition and consider BPO to reduce operating cost.**
- ❑ **The growth of e-Insurance and virtual insurance companies require cutting-edge IT and emphasize the need to create outsourcing partnerships.**
- ❑ **Insurers will refocus on core competencies and, by outsourcing non-core functions, allow their back office to become somebody's front office.**



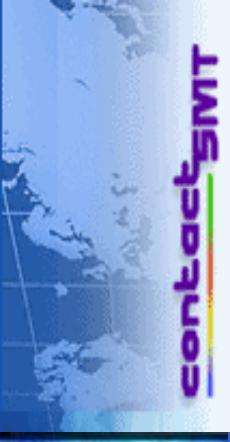
OUTSOURCING TRENDS IN 2004 (Contd.)

- ❑ Clearly, as 2004 approaches, insurance companies will continue to adopt more relevant business models. (One of the most obvious, made possible by the Internet, is the virtual insurance company.)
- ❑ Fierce competition, rapidly evolving technology, deregulation and the resultant spawning of more innovative insurance products, terrorism, and a volatile economic landscape all demand business solutions that surpass the capabilities of in-house staff.
- ❑ Insurance companies that are willing to take stock of their inadequacies, accurately assess their needs, and consult with outsourcing experts to ensure partnering with the right provider will be in the best position to not only survive, but prosper, in 2004 and the years to come.





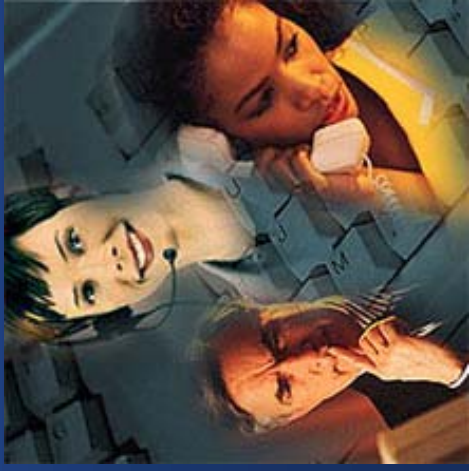
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WHAT IS BEING OUSOURCED ????

- Field-based services. Services performed over a large geographical area, including loss prevention and premium auditing.**
- New Business Acquisition**
 1. Inbound/Outbound Sales
 2. Initial Setup
 3. Case Management
 4. Policy Issuance
- Policy administration, maintenance and billing.**
 1. Record Changes
 2. Audits & Re-instatement
 3. Accounts receivables
 4. Claim Over Payments
 5. Customer Service - Voice /E-mail
- Financial recoveries. This includes subrogation and premium (and overdue premium) collection.**
- Data management (and analysis) and statutory and regulatory reporting.**
- Claims Processing**
 1. Claims Set Up
 2. Eligibility
 3. Duplication
 4. Account Settlement





Insurance - Services Off ContactSMT

- Policy Services*
- Claims Processing*
- Underwriting Execution*
- Issuance and Distribution*
- Customer Service for Agents and Insured's*
- Print, Distribution, and Electronic File Room*
- Imaging*
- Accounting*
- New Business Acquisition*
- Renewals*
- 24 X 7 Customer & Agent Support*





Our Services : New Business Acquisition

Inbound/outbound sales

Our telesales and telemarketing outsourcing services target interaction with potential customers for "prospecting" i.e. either for generating interest in products and services, or to up-sell and cross-sell to an existing customer base or to complete the sales process on-line.

Initial Setup

Risk assessment





Our Services: Renewals

“The cost of acquiring a new customer is five times the cost of retaining an old one. And hence it is important that your customer interaction is managed in the best possible way.”

- Customer Interaction Services at CONTACTSMT are tailored to provide superior customer interaction and hence leverage every customer relationship to the fullest.
- Our portfolio includes a whole gamut of customer facing offerings including 24/7 customer support through voice (in-bound and out-bound calls), e-mail and web mediums, telemarketing services and telemarketing outsourcing, technical support services and employee IT helpdesk services.



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Our Services : 24 x 7 Customer Service for Agents and Insureds

□ When insurers entrust SMT with their front-line customer service, we respond on two levels.

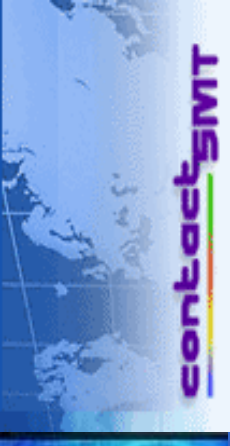
First, We provide immediate, up-to-date company and policy information via our e-business solutions, allowing client representatives to deliver unmatched service.

Second, We deploy highly skilled customer service representatives with online policy and billing information for enhanced responsiveness.

□ **Our reliable, courteous service (with one of the lowest complaint ratios in the industry) also offers:**

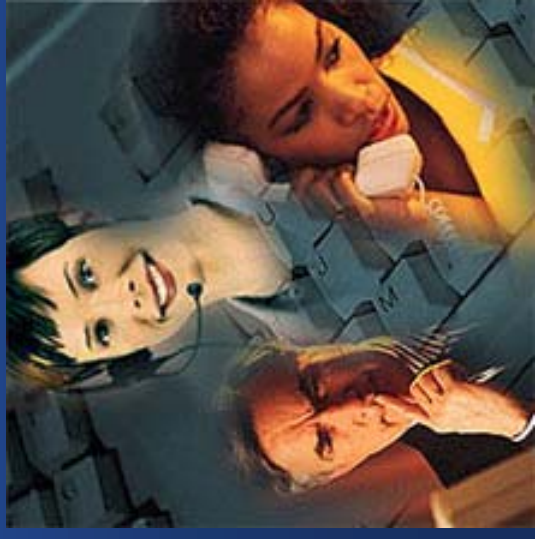
- Toll-free telephone access
- Optional Voice Response Unit (VRU)
- Flexible hours of operation
- Low call abandonment rate
- Contractually defined service standards





Our Services : Claims Processing

- Claim Reporting & Online Help
- Eligibility
- Duplication
- Claims Setup

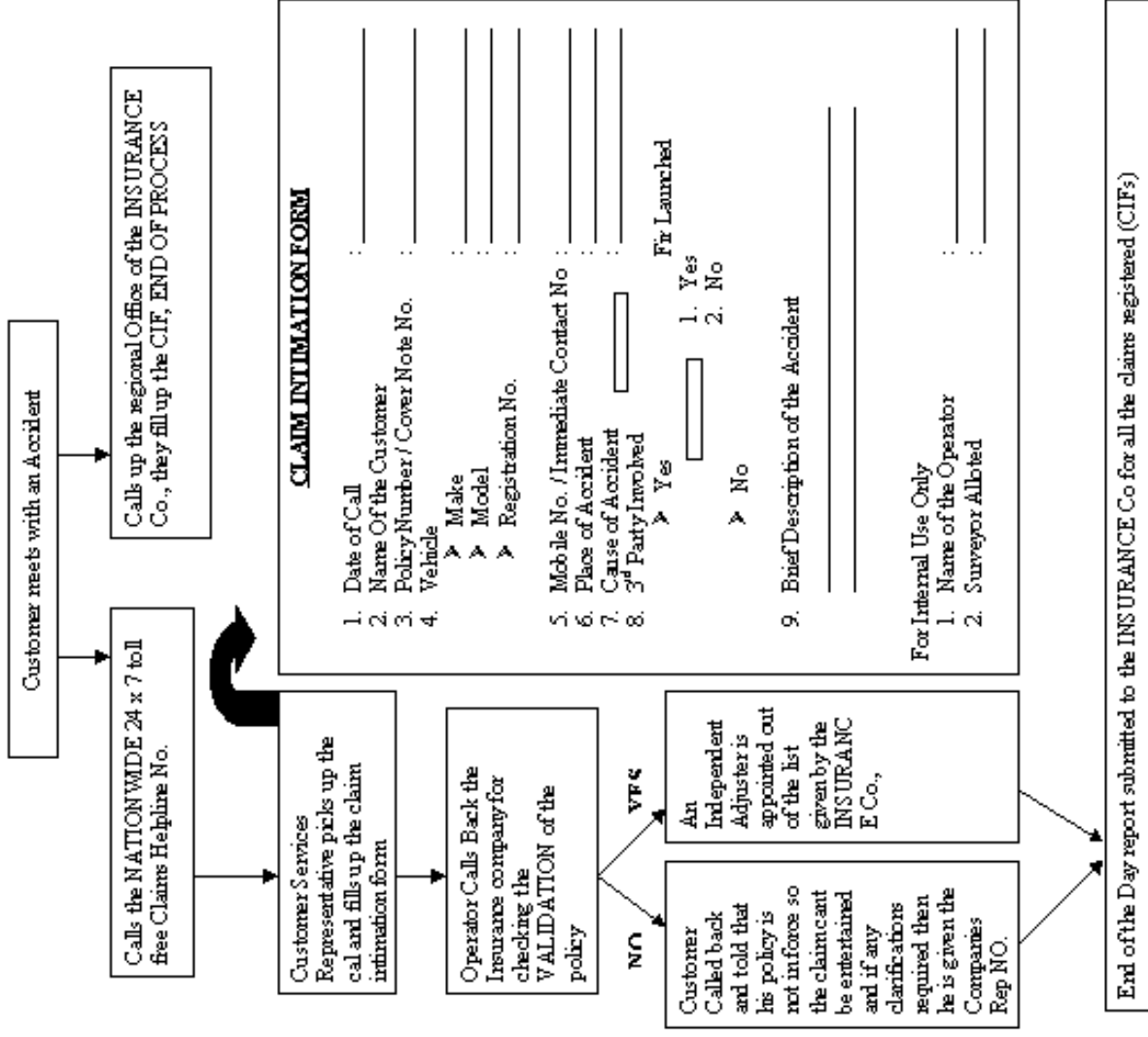




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Claims Processing (Work Flow)



Customer meets with an Accident

Calls up the regional Office of the INSURANCE Co., they fill up the CIF, END OF PROCESS

CLAIM INTIMATION FORM

- Date of Call : _____
- Name Of the Customer : _____
- Policy Number / Cover Note No. : _____
- Vehicle : _____
 - Make : _____
 - Model : _____
 - Registration No. : _____
- Mobile No. / Immediate Contact No. : _____
- Place of Accident : _____
- Cause of Accident : _____
- 3rd Party Involved : _____
 - Yes : _____
 - No : _____
- Fire Launched : _____
 - 1. Yes : _____
 - 2. No : _____
- Brief Description of the Accident : _____

For Internal Use Only

- Name of the Operator : _____
- Surveyor Allotted : _____

End of the Day report submitted to the INSURANCE Co for all the claims registered (CIFs)



Policy Services:

- ✓ New Business Acquisition
- ✓ Renewal
- ✓ 24 x 7 Customer Service for Agents & Insureds.
- Endorsement
- Cancellation
- Reinstatements

Claims Processing:

- ✓ Claim Reporting & Online Help
- ✓ Eligibility
- ✓ Duplication
- ✓ Claims Setup
- Member Enrollment & Member Services
- Account Settlement

Underwriting Execution:

- Underwriting via Internet
- Automated underwriting templates
- Premium maximization

Issuance and Distribution:

- Electronic issuance, archive, and retrieval
- Postal sorting and discounts
- Electronic access to bureau-supplied forms

✓ Services already production/ transition

- Services where we have Domain knowledge and are planning to Launch

Print and Distributed:

- Automated letter generation
- Automated document assembly
- Reduced development and maintenance time

Archive / Retrieval:

- Immediate access from anywhere
- Efficient and economical storage of documents
- Electronic issuance, archive, and retrieval

Accounting:

- Computation of Commissions
- Issuance of commission checks
- Commission statements

Our Services Offerings



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ContactSMT's Insurance Process Handling Methodology

- Maximize profits by reducing costs*
- Drive better customer service; Reduce response times*
- Manage the risk*



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Maximize profits by reducing costs

ContactSMT leverages unrivaled economies of scale at our global outsourcing service centers and incorporates the latest technology and business-process best practices to speed your insurance processing.

In addition, we can deliver guaranteed unit costs for policy administration.





Drive better customer service; reduce response times

- We draw on deep industry experience to free clogged workflow, which can slow operations enough so you look like you're standing still to your customers.
- We also cross-train our call-center staff so they are equipped to answer your client's query the first time. Typically, our people can resolve more than 85% of inquiries without handing over the caller to other administrators.



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Manage the risk

- ❑ New investments always bring increased risk. In the insurance industry, the most costly and risky are investments in new technology and the automation of manual processes.
- ❑ By outsourcing to a partner who specializes in insurance business processing, you minimize your risk while still delivering the savings and service you need to stay competitive with.





Contact Us NOW because.....

- ❑ We provide the supporting information technology infrastructure & manage the business-process workflow efficiently migrating operations to handle multi-currency capabilities, changing regulatory requirements, and other market drivers.
- ❑ We never lose sight of the importance of customer care and ensure you have skilled staff in every phase of the business process we're administering.



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