

Enabling Technology led
Business Growth with
**Zensar's Digital
Foundation Services**



Overview

The customer is a multi-national shared value insurance company headquartered in South Africa. The customer serves insurance companies and individuals worldwide through its health, life insurance and investment products. It offers a leading global behavioral change platform that rewards people for adopting a healthier lifestyle. The platform enables market and product teams to build their functionalities in an accelerated way.

Foundation

- Digital Operations
- Digital Experience Management

Business Objectives

The customer aimed to achieve accelerated growth by:

- 1 Expanding business and launching its behavioral change platform across new geographies.
- 2 Improving operational efficiency and enabling the overall digital transformation of the business.

The customer was committed to its vision of making the population more physically active by 2025 through its behavior change platform. To achieve this, the customer needed to create tools to facilitate rapid developments in the platform and adopt a rational collaborative approach to enhance and improve the platform.

Challenges

The customer struggled with implementing a technology-enabled business transformation strategy for agile operations. Some of the key challenges were:

- Absence of best practices for ITSM processes
- Lack of end-to-end service monitoring capabilities
- No service scalability measures and no continuous service availability
- No continuous business support across different time zones
- Absence of a continuous improvement strategy across people, process and technology
- Improper knowledge management and handover structure
- Total Quality Management (TQM)
- Automation, Orchestration and Self-healing

Solution

Zensar was onboarded as a key consulting and implementation partner for Digital Operations (Event Management, Knowledge Management, Incident Management).

The focus was to optimize the customer's operations (ITSM delivery) and to meet the ongoing requirement of service scalability, service availability and rollout the reward program of its behavioral change platform across different geographies, thereby improving customer experience. This led to the successful launch of the rewards program in the USA, UK, Asia, Australia, Canada, South America, and Africa.

Other solutions designed within the Digital Foundation Services framework include:

- Establishing a global 24x7 incident management desk utilizing one integrated ITSM platform and standardized processes to enhance the customer experience.
- Better integration with critical functions (Event Management, Incident Management, and Knowledge Management) to improve first call resolution (FCR) and Mean Time to Resolve (MTTR)
- Proactive problem management to reduce defects and downtime
- Implementing Power BI, Kibana, alert notification to ITSM platform
- Configuration, optimization and integration of Dynatrace to ITSM platform for improved monitoring, notification and ticket automation
- Restructuring teams to improve maturity, knowledge, and easy scaling of business to meet the everchanging demands

Impact

Zensar became a major IT orchestration partner for the customer, providing services such as support, maintenance, monitoring, development and infrastructure consulting.

- **Improved SLA from 91% to 99.8%**, reduced MTTR) to 45 minutes, improved incident quality and stakeholder communication
- Consistent **improvement in client experience** recognized, internal training, rotation of resources and comparable process metrics – KPA/KPI
- **Optimized onboarding process**, thus improving process and resource reliability
- Live updates of major incidents in the global market enabled via ServiceNow
- Improved service availability from ~**95% to 99.8%**

Key Highlights

- Automation, Dynatrace Integration, Integrated ITSM Platform, Best Practices

To find out more about how Zensar's Digital Foundation Services can help support your business's digital initiatives, please contact us at Marketing@zensar.com



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