

Majesco and Life.io enable better customer engagement for life insurance carriers

Integration of Life.io's platform with Majesco's DigitalConnect platform helps life insurance carriers engage customers—and keep them engaged

Partnership Delivers Enhanced Customer Experience Capabilities

The combination of changing demographics, needs, expectations and risk profiles have created a disconnect between what insurance customers want and what the industry is currently able to provide to them for products, services, experiences, and more. The combined capabilities of Majesco and Life.io provide a powerful digital engagement platform that reconnects insurers to customers and in particular the needs of Millennials to Gen Z who represent the greatest shifts in needs and risk profiles and changing customer expectations.

Majesco DigitalConnect is a single platform for all lines of business, with ready to deploy portal and mobile solutions for customers, agents, alternative distribution channels, and group benefits / employees. It is designed to enable personalization of the portal and mobile solutions based on the unique customer journeys and personas defined by each insurer to fulfill their unique and multi-channel distribution and customer experience needs.

Combined with Life.io, the Majesco DigitalConnect platform provides life insurance carriers with a system of engagement with dynamic business processes that enables a powerful channel, prospect, employee and customer experience.



A Powerful Combination

- Strengthens the relationship between policyholders and insurers through meaningful and frequent engagement
- Captures actionable intelligence necessary for insurers to adapt and customize products to each policyholder's life stage, needs and preferences
- Significantly boosts the Net Promoter Score for Insurers
- Enhances policyholder lifetime value for insurance carriers by engaging, delivering value, and creating meaningful relationships with their policyholders

Partner Solution Highlights

- Increase policyholder lifetime value
- Monitor life-stages real time
- Get a 360-degree view of policyholders
- Provide a high level of personalization
- Reduce risk by improving policyholders' health
- Deliver products at the right time to policyholders
- Increase revenue by cross sell and up sell policies

The Majesco DigitalConnect platform is a set of portal and mobile solutions designed to enable personalization for the unique customer journeys and personas defined by each insurer to fulfill their unique and multi-channel distribution and customer experience needs. In integrating with Majesco DigitalConnect, Life.io provides a seamless integration with customer portals in helping insurers evolve to meet the needs of a new demographic of consumers, transforming how insurers relate to them by gaining insight that enables insurers to offer the right product at the right time based on their life-stage. The Life.io platform integrates with new technologies such as wearables and health applications to provide new sources of data to understand, assess, underwrite and service customers, encouraging healthy lifestyles while improving insurers' operational and risk management results.

Insurers are recognizing that in many cases their only customer engagement is around financial transactions such as a bill or a loan. New engagement models are required to meet the needs of both their existing and future customers, recognizing the need for a unique, compelling customer experience that actually provides the customer with value, not just a bill or marketing material.

Integration of Life.io's Consumer Engagement platform into Majesco DigitalConnect and Majesco's core systems software enhances the user-experience, improves risk management and supports smarter selling and marketing of life insurance to consumers and customers throughout their life-stages. The Majesco DigitalConnect platform enables insurers to integrate new and innovative content, data, and collaboration capabilities together to provide a cohesive digital experience for an insurer's customers.

About Life.io

Founded in 2012, Life.io has become the leader in digital consumer engagement for life insurance. Life.io has revolutionized how insurers engage with their customers and clients by creating a fun and rewarding environment where policyholders interact with their carriers to achieve physical, mental, and financial goals. Constant engagement allows Life.io to capture insights and life events, create brand champions, decrease policy risk, and streamline the underwriting process. **Learn more at www.life.io.**

About Majesco

Insurance business transformation is a journey of change and revitalization, a renaissance of Insurance. Approximately 150 insurance companies worldwide in P&C, L&A and Group/ Employee Benefits are transforming their businesses with Majesco's solutions. Our market leading software, consulting and services uniquely underpin the entire insurance value chain and are designed to empower insurers with the agility, innovation and speed needed to meet their transformation opportunities. Majesco's solutions include policy management, new business / underwriting, rating, billing, claims management, distribution management, BI/ analytics, predictive modeling, digital platform with mobile and portal, testing services, cloud services, bureau and content services, transformation services, consulting services and more. **For more details on Majesco, please visit www.majesco.com.**

The combination of Majesco DigitalConnect pre-integrated with Life.io creates a compelling platform for insurers to meet a fast changing market.

— Chad Hersh, EVP, Majesco

