

Majesco and Elafris deliver innovative communication and payment capabilities

Integration provides Insurers a platform to leverage social data, analytics and messaging for artificial intelligence assisted support, payments, collections and sales

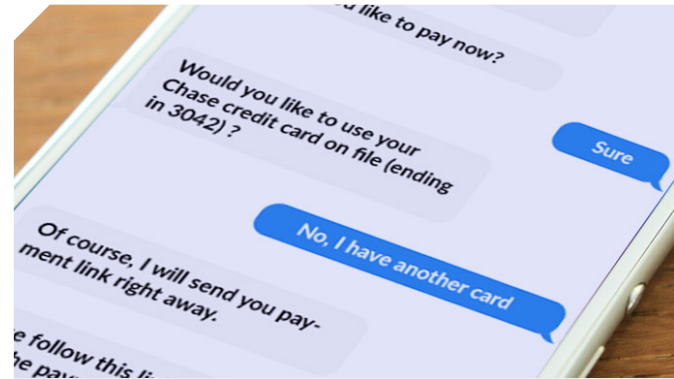
Partnership Delivers Enhanced Customer Experience Capabilities

Millennials are the fastest growing consumer group. Messengers are the choice of communication platform for this generation. Per established research, Millennials spend more time engaged on messengers than on social networks, email and phone/SMS channels combined. It is only fitting that messengers be used as a mode of engagement for insurers with their customers.

Elafris is a supplier of an artificial intelligence powered chatbot messaging platform, to enhance insurers' customer engagement and payment experience leveraging social channels like Facebook.

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 Elafris, the Majesco DigitalConnect platform provides insurers with a system of engagement that leverages artificial intelligence powered messaging to service tasks like first and second level customer support, payments & collections, and automated cross-selling.



A Powerful Combination

- Increase customer engagement with artificial intelligence enabled chatbots
- Increase premium collection with interactive billing and automatic payment
- Reduce cost of selling through automated cross-selling offers with a virtual sales assistant
- Reduce underwriting risk by utilizing social analytics
- Streamline level one and two support interactions with automated support agents
- Reduce staffing costs with automated virtual assistants.

Partner Solution Highlights

- Platform for customer engagement that utilizes messaging based transactions
- Seamlessly pre-integrated with core insurance software – policy, billing and claims
- Enabling ease of doing business with carrier
- Leveraging social analytics for 360 degree view of customer



Majesco DigitalConnect platform is pre-integrated with Majesco's core solutions and a broad partner ecosystem, offering insurers a single platform to support their digital strategy. Elafris is pre-integrated with Majesco CloudInsurer via Majesco DigitalConnect to provide a range of customer engagement and communication using customer's social network channels for insurance related transactions including issue of auto insurance ID cards, policy payment, service inquiries and more.

The combined solution will help insurers deliver new and emerging communication options rapidly across the insurance value chain from service to payment needs. Using machine learning capabilities, the Elafris system interacts intelligently, much like a virtual assistant. It can be taught to answer questions, respond appropriately, and suggest ancillary coverages and next steps based on the scope of the customer interaction. For example, it can offer services such as roadside assistance or windshield coverage during auto insurance interactions.

This innovative technology will help insurers rapidly offer a new option of communication with their existing customers and help attract new customers who demand digital engagement.

— Prateek Kumar,
EVP of P&C Business at Majesco

About Elafris

Founded by IT & FinTech veterans, Elafris, Inc. is a pioneer in deploying Artificial Intelligence in messenger chatbots specifically tailored for the banking and insurance industries. The company is expert in the rigors of compliance with legal and audit requirements, and how to engage the growing digital and mobile focused customer segments. **To learn more, visit the Elafris website at www.elafris.com.**

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.**

