



CAPGEMINI PARTNERS WITH MUDUM SEGUROS TO TRANSFORM THEIR CUSTOMER & EMPLOYEE EXPERIENCE

Driven by strategic reflection and a shared commitment to progress, Mudum Seguros, a leading P&C Bancassurance company, partnered with Capgemini to reshape the insurance industry.

SETTING THE STAGE

Our mission was to **redefine the norms of insurance claims** by placing the **customer at the center of the interaction**, with a **humanized handling process**.

Through the seamless integration of our collaborative expertise and cutting-edge technology, we reshaped customer journeys and experiences, inspiring trust and forging strong partnerships with the claims managers.

Together, we embarked on a journey to create a digitally-led future, elevating the market positioning and redefining claims servicing. **We have unleashed the transformative power of the Customer Engagement Center**, paving the way for a new era of personalized and engaging interactions.

DRIVING FORCES

Mudum Seguros has set its future vision, aiming at a journey led by the **Customer experience** and based on **mutual Trust**, with **expanded and augmented interaction channels**.

The upscaled claims service model, targeted the ability to personalize the interaction, with transparency for both the Customer and Claims Manager, across human and virtual channels.

Furthermore, Mudum Seguros had the objective to **affirm its identity as a comprehensive journey Orchestrator**, creating ways to measure and act in maximizing the Customer engagement, regardless the point of contact, partner, or provider.

Client:

Mudum Seguros

Region:

Portugal

Industry:

Insurance

Client Challenges:

Expand the communication channels for a human-digital mix experience.

Drive a mutually trusted experience and relationship with the Customer.

Increase the claims manager experience and service engagement.

Promote and affirm the orchestrator role of the Insurer throughout the Customer journey and across all partners.

Solution:

Implementation of the next-gen Customer Engagement Center leveraging a human-digital mix, integrating next-gen contact center and CRM features and capabilities, sustained by a fit-for-purpose operating model.

Benefits:

Streamlined claims journeys.

Personalized interactions.

Expanded communication channels.

Improved customer.

Claims manager experiences and mutual trust.

INNOVATIVE APPROACH

Rooted in a deep commitment to customer-centricity, our approach transformed claims service and operation, reshaping customer journeys and setting new industry standards.

We have leveraged our Touchless Claims Framework, integrating 3 dimensions – **Customer Experience, Organization and Processes, Technology**, to activate the value proposition along 5 key drivers and components - **Trust, QoS, Operating Model, Service Model e Scalability**.

The definition of a new **Target Operating Model** allowed evolving the **role of the claims manager** from a traditional back-office agent **towards a front-office customer service and engagement agent**.

By integrating a next-gen contact center with CRM features and capabilities, we have set the grounds for a new paradigm: **“Claims manager centric operation for a Customer centric service”**.

OUTCOMES

Together, we have embarked on a journey of innovation, challenging norms and paving the way for a new era of insurance claims—a **future where customers and claims managers thrive in a trusted and technologically advanced environment**.

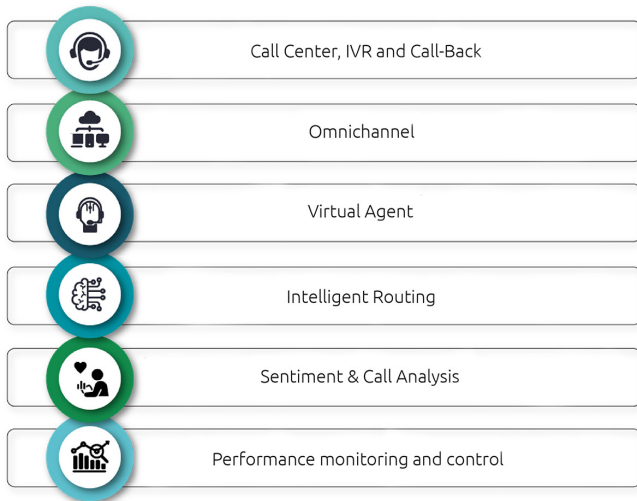
Our focus on promoting brand identity, personalizing interactions, expanding communication channels, and measuring satisfaction resulted in an exceptional customer and employee experience.

The implemented solution has built the basis for Mudum Seguros to act as a **Customer Journey Orchestrator and allows an incremental evolution on features and functionalities, based on technology availability, users’ digital dexterity and appropriation**. Hence, balancing business and brand differentiation with TCO optimization.

Partnering with Salesforce and Talkdesk, we have equipped Mudum Seguros with the tools and expertise needed to reshape their customer and employee journeys, optimize operations, and drive meaningful transformation.

KEY FEATURES WITHIN THE CLAIMS HANDLING CONTEXT

CUSTOMER EXPERIENCE



CLAIMS MANAGER EXPERIENCE



KEY ASSETS AND ACCELERATORS

- Touchless Claims Framework & Blueprint
- Conceptual Architecture for Next-Gen Intelligent Insurer
- Customer Engagement Center Blueprint
- “Apex QuickStart Package” for Salesforce Implementation

About Capgemini

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