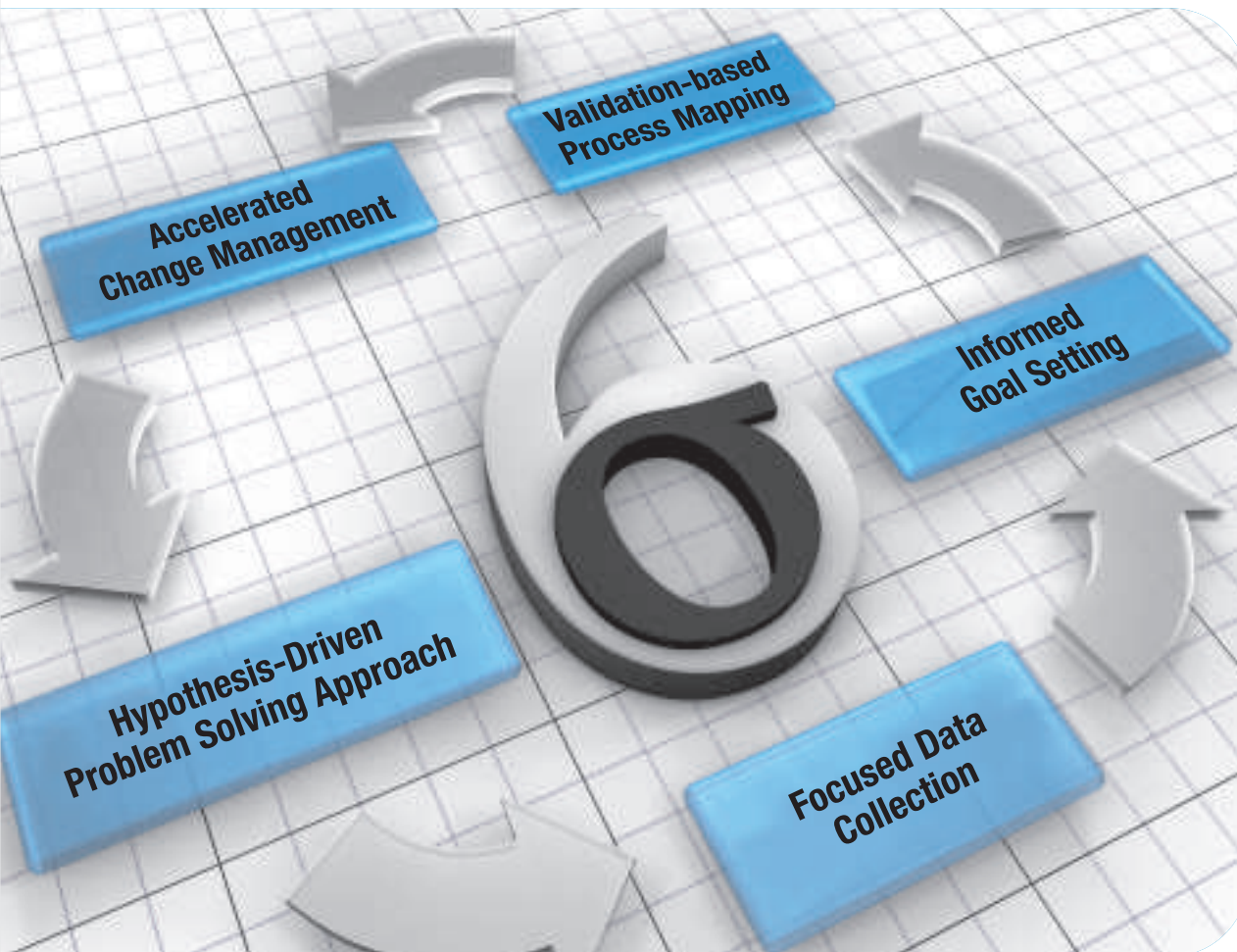


# Rapid Integrated Transformation Execution

Achieve rapid process improvement with higher ROI



Large numbers of insurance firms leverage traditional Lean Six Sigma (LSS) methodology for process improvement. However, traditional process transformation methodology is time consuming, disruptive to business processes and requires a large pool of dedicated resources trained in LSS disciplines. In addition, with over-zealous reliance on statistical analysis, the success rate and ROI often get eroded.

EXL's proprietary Rapid Integrated Transformation Execution (RITE) methodology accelerates process improvement and maximizes ROI. The methodology innovates new techniques leveraging the principles of the Lean Six Sigma and deploying EXL's extensive transformation experience. **The key differentiators of**

#### this approach are:

- Hypothesis-driven problem solving approach based on extensive insight on industry process improvement
- Focused data collection only for relevant processes and steps with smaller sample sizes and fewer data slices
- Informed goal setting with industry benchmarks to set achievable yet optimal goals
- Validation-based process mapping leveraging process map repository
- Accelerated change management using simulation techniques and large scale change implementation

“The team rapidly created process maps and SOPs across a wide spectrum of work in a relatively short period of time.”

~A top US P&C insurance firm



It empowers management to drive faster process improvement and higher ROI, all while achieving long-term sustainability.

RITE is based on years of extensive experience of EXL's Lean Six Sigma practitioners, in leading operations and process excellence at firms across insurance and financial services industries. It has enabled clients achieve significant benefits including:

- Reduced implementation cost by 40%
- Reduced wait time before benefit realization by 30%
- Increased ROI by incremental 100+%

**Traditional Lean Six Sigma application could be time consuming, costly and unsustainable**

**Challenges faced by conventional Lean Six Sigma methodology...**

**Highly manual and non-standardized data management**

- Highly labor-intensive process
- Lack of advanced analytics tools / capabilities

**Time consuming new process design**

- Pilot implementation is time consuming
  - It delays the realization of benefits
  - It also disrupts ongoing processes and at times impacts customer service and satisfaction
- Low rate of Green Belt project completion
- Disenfranchisement of frontline employees
- Disengagement of leaders

**Costlier team deployment**

- On-site process mapping
- Organization-wide Black Belt training / staffing

**Tough client / management buy-in**

- Limited ability / reliability to showcase the impact of proposed actions
- Disruptive pilot execution
- Unable to showcase holistic view of changes and benefits therein

1 Based on EXL's prior client experience

**...has resulted in high costs, longer waiting time for benefit realization, lower sustenance and ROI**

Higher implementation cost<sup>1</sup> (\$ MM)

0.50 - 0.75

Higher wait time before benefit realization<sup>1</sup> (# days)

150-200

Lower project sustenance<sup>1</sup> (# days)

100-180

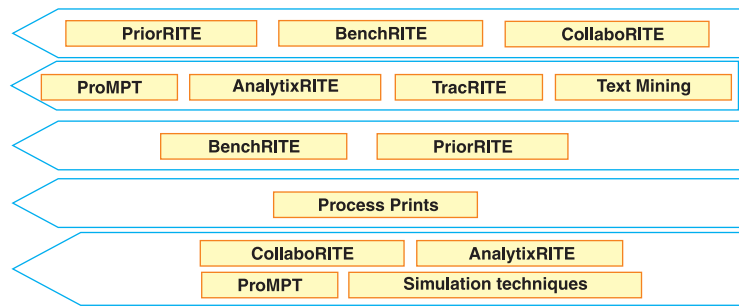
15-35% Lower Return on Investment<sup>1</sup>

**2010 Confidential...enabled by innovative tools and technology for "rapid" transformation**

**Key differentiators of RITE approach**

- "Hypothesis-driven approach"
- "Focused" data collection
- "Informed" goal setting
- "Validation-based" mapping
- "Accelerated" change process

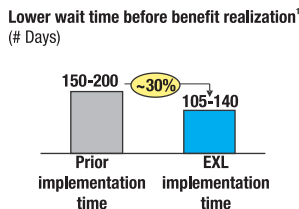
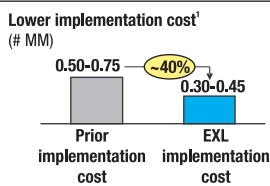
**Innovative tools and technology**



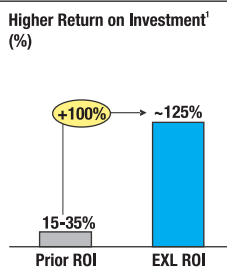
Note: Some of the EXL proprietary tools mentioned here are at various stage of development

**EXL solution can help clients achieve rapid process improvement with higher ROI**

EXL solution helps clients remedy the challenges faced by traditional LSS approach...



...which drives higher ROI



1 Based on EXL's comparative study of P&C clients

**Case Study**

EXL successfully deployed RITE to streamline the book-of-business transferring process at one of the top US insurance firms. EXL used comprehensive "Voice of Stakeholder", detailed "as is" process mapping, and root-cause analysis to understand the key issues. EXL developed a work allocation model based on complexity of the agencies, and simplified the reference guide and hosting process, which resulted in sustained improvement across all performance metrics including 15% higher accuracy (to up to 99%), 30% reduction in onshore escalations, faster quote generation and higher conversion rates.

To learn more about EXL's Rapid Integrated Transformation Execution Services, please write to us at [marketing@exlservice.com](mailto:marketing@exlservice.com)

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