



Case Study

Bharti AXA experiences
13% improvement in
network performance
across branch offices
resulting in exceptional
customer experiences.



Vineet (a fictitious character) an insurance agent is attending a customer in his office. He needs to access customer's policy details and browse through company repository. While doing so he wants to ensure that turnaround time is not long, leading to customer frustration. Aha, but with slow network access, he couldn't get the required information on time, & couldn't answer to the customer queries. Not surprisingly, customer walks out of the door, perhaps, to never return. Vineet loses this business opportunity.

Does this story resonate with you?

Businesses rely on their networks to be successful. If the network is slow or goes down, subsequently everything else falls apart. With customer expectations higher than ever, how can insurance companies keep up with the customer demand for swift responses?

Learn how Bharati AXA Life Insurance company by partnering with Tata Communications, boosted its branch office performance and user experience by creating an agile, reliable, and performant network infrastructure, that enables its agents to operate efficiently, improve customer engagement and create new business opportunities.

A robust network infrastructure crucial to enhance customer experience

Bharti AXA Life Insurance is a joint venture between Bharti Enterprises and French insurance major AXA with 250+ offices pan India. As a part of its digital transformation strategy, the company has created a digital ecosystem encompassing several applications to meet the needs of today's digital savvy customers and support its agents for better lead management, customer onboarding and customer servicing. To make this ecosystem work successfully, it becomes indispensable to have an agile and reliable network infrastructure.

Expectations of customers in the insurance industry are now changing. With everything going digital, customers are also demanding a digital change. For us, digital transformation is a key business driver in our growth plan to emerge as one of India's leading life insurance firms. As digital transformation initiatives change the way we do business, the network infrastructure also needs to adapt to support the evolving business effectively and securely. This is driving network requirements to new heights, not just in terms of volumes and bandwidth, but also in terms of flexibility, agility, security, and cost.

Rahul Kashyap,
Senior Manager - IT Infrastructure,
Bharti AXA Life Insurance

About Bharati AXA Life Insurance Company

Bharti AXA brings together strong financial expertise of the Paris-headquartered AXA Group and Bharti Enterprises - one of India's leading business groups with interests in Telecom, agricultural business and financial services.



Poor branch user experience impacted customer engagement

The insurance company's employee user experience was impacted as the legacy WAN wasn't serving the company's IT needs in the most effective and efficient manner. Recurring network outages for days or sometimes months and slow network performance in branch locations, resulted in poor user experience. The company also had to reach out to different internet service providers for any such connectivity issues in their branches which are located all over India which required additional resources, cost, and time. This affected the company's day-to-day operations due to longer time for completion of even the routine tasks.



Multi-provider setup created operational complexity

Bharti AXA Life Insurance had disparate network setup as there were multiple providers for various services including broadband, MPLS etc. This increased the operational complexity and led to extra burden on the company's IT team - both from technical and management standpoint.

Bharti AXA Life Insurance wanted to eliminate the inefficiencies and performance issues of existing infrastructure and ensure a high-quality user experience across all its branch locations.

The company decided to upgrade its network infrastructure to provide faster and more reliable connectivity thereby improving the efficiency and productivity of its branch offices.

In the insurance sector, slow application performance directly impacts our bottom line. Our agents demand quick response times to provide important information to customers. Insurance-related online transactions including price comparisons, claims filings etc must perform easily and consistently for all end-users, including insurance company agents, employees, and customers. All this requires efficient connections which means a reliable network connectivity and performance to help deliver customer satisfaction and engage new policyholders.

Rahul Kashyap,

Senior Manager - IT Infrastructure, Bharti AXA Life Insurance

Building a high-performance, resilient network with IZO™ SDWAN and Enterprise Broadband

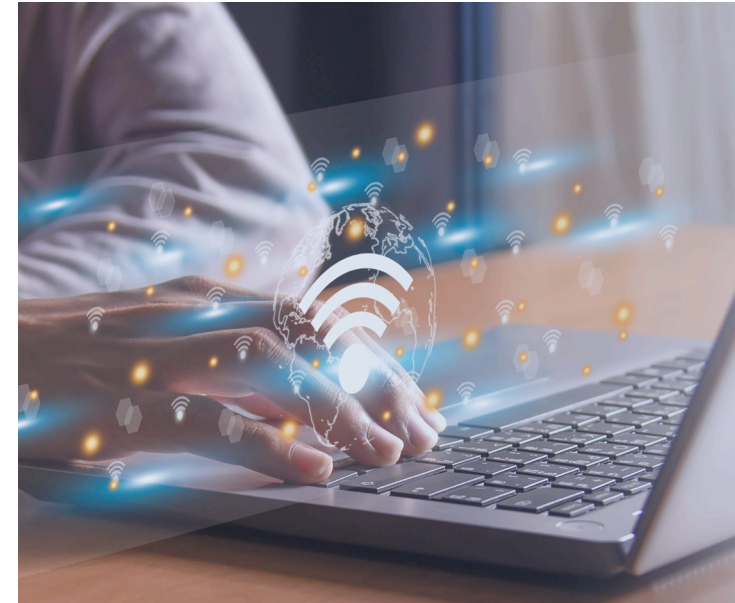
After extensive market research, Bharti AXA Life Insurance decided to implement IZO™ SDWAN, to simplify its network operations, improve performance for increased business agility, resource optimisation, improved agent productivity and customer experiences. Considering Tata Communications' track record of 99.8% first-time right SDWAN implementation, the insurance company was confident that Tata Communications will have a well-thought-out approach and powerful solution that delivers a resilient and holistic network for better performance and control. The company was able to setup broadband connectivity in 185+ branch locations with Tata Communications Enterprise Broadband service with ease.

As all insurance businesses have applications with different requirements, in terms of bandwidth, latency and security, IZO™ SDWAN provides high availability, suitable to meet their demands. IZO™ SDWAN prioritises traffic in real-time

as per business requirements and accordingly allocates network resources thereby improving user experience at branch locations.

When enterprises such as Bharti AXA Life Insurance have multiple branch locations, they are required to work with different retail providers for connectivity and customer support. Tata Communications Enterprise Broadband being a single internet service provider, helped them save time, cost, and provided them with an enterprise broadband experience. It has now become easier for Bharti AXA Life Insurance to manage its complex and bandwidth-intensive services like video and voice communication, intelligently and more efficiently with a single internet broadband provider.

With Tata Communications managing both the overlay and the underlay, the insurance company now has an integrated network solution which is much easier to manage with better operational efficiency.



With many SDWAN service providers in the market, making the right choice for our business was too overwhelming. But Tata Communications' roadmap on how they will support our long-term business strategy gave us the confidence that we can future proof our networking needs with IZO™ SDWAN and Enterprise Broadband maintaining an optimal network performance while keeping costs in check. Its proven risk mitigated delivery approach and seamless transition ensured business continuity.

Rahul Kashyap,

Senior Manager - IT Infrastructure, Bharti AXA Life Insurance

Better customer service, improved staff productivity

Bharti AXA Life Insurance is maximizing IZO™ SDWAN benefits to achieve greater agility and modernizing its WAN to be future-ready. With no business interruptions, the branch locations using Tata Communications Enterprise Broadband have seen improved network performance and availability that enables the agents to serve more customers seamlessly enhancing the customer experience.

Bandwidth management, policy optimisation and traffic prioritization through IZO™ SDWAN ensures critical business applications like ZOOM, Google Suits, MS Family (MS Teams) & HRMS have the necessary bandwidth to run efficiently. This guarantees higher application performance, optimises usable bandwidth, and ensures improved quality of service for important traffic leading to enhanced application experience. The biggest benefit for the insurance company is its ability to optimize and tune the network for more predictable and acceptable response times. It now has the advantage of Enterprise Broadband network connectivity in its branch locations. Since the solutions has been deployed, Bharti AXA has achieved several benefits including:

- 27.6 points rise in NPS scores in the last two years
- 13% improvement in user experience at branch locations

- 15% IT productivity gain
- 20% operational cost savings over three years
- 6% increase in network availability

Optimal network performance is crucial for the insurance industry as it ensures exceptional customer service, enhances operational efficiency, and improves productivity. With a high performing, reliable IZO™ SDWAN, insurance companies can empower agents like Vineet (a fictitious character) to deliver a better customer experience and monetise business opportunities.

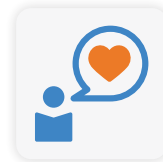
IZO™ SDWAN is a must have solution for anyone who wants to revolutionize network performance. Tata Communications can help you drive success with IZO™ SDWAN and Enterprise Broadband by unleashing maximum value and performance. [Know more](#)

A positive user experience is essential for our business success. If not provided, it can leave employees frustrated with the need to spend more time than required on certain tasks. However, with IZO™ SDWAN, we have a consistent, reliable connectivity that mitigates the impact of network outages and allows better control over branch connectivity. A significant reduction in application response time has boosted employee productivity thus driving exceptional customer experiences. 27.6 points rise in our NPS scores since FY21 is a testament to our unwavering commitment to delivering exceptional experiences to our valued customers.

Rahul Kashyap,
Senior Manager - IT Infrastructure,
Bharti AXA Life Insurance



27.6 points rise
in NPS scores



13% improvement
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20% operational
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6% increase in
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Build your future through a digital customer experience

If you are a Retail/Auto/Real Estate enterprise looking to transform the way your customers experience your product, talk to your Tata Communications representative about your company's digital transformation.

- How you can reach your high value customers in the most convenient way?
- How you can integrate e-commerce, CRM and other digital platforms with 'phygital' solutions to give your customers a competitive edge?

Transform Now

About Tata Communications

A part of the Tata Group, Tata Communications (NSE: TATACOMM; BSE: 500483) is a global digital ecosystem enabler powering today's fast-growing digital economy in more than 190 countries and territories. Leading with trust, it enables digital transformation of enterprises globally with collaboration and connected solutions, core and next gen connectivity, cloud hosting and security solutions and media services. 300 of the Fortune 500 companies are its customers and the company connects businesses to 80% of the world's cloud giants. For more information, please visit www.tatacommunications.com

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