



THE NEXT GENERATION **OMNICHANNEL** MESSAGING
PLATFORM FOR CUSTOMER ENGAGEMENT

AUTO & GENERAL SOUTHEAST ASIA (SEA), A PART OF
GLOBAL GROUP OF COMPANIES PROVIDING INSURANCE
SOLUTIONS IN SOUTHEAST ASIA, LEVERAGES NETSFERE
OMNICHANNEL TO AUTHENTICATE AND CONNECT WITH
THEIR CUSTOMERS.



auto  general

OVERVIEW

Effective and seamless customer communication is a crucial factor for companies to succeed in the competitive insurance sector. When Auto & General SEA launched Budget Direct Insurance in Singapore in 2016, they sought a cloud-based, secure, and reliable mobile messaging solution to transform their customer digital communication journey, from authenticating users to creating great customer engagements. They chose NetSfere Omnichannel to help manage the entire customer authentication process and enable secure, instantaneous communication with their customers.

HIGHLIGHTS:

- Simplified customer registration and validated user identity with Two-Factor Authentication
- Deepened customer trust with instant and contextual communication
- Increased conversion and expedited policy renewals
- Increased business efficiency

It pays to choose

**Budget
Direct
insurance**

THE PROBLEM

Auto & General SEA is a part of the Auto & General group of companies, where the global group generates more than \$2 billion in annual revenue and operates from offices across four continents. It provides car, motorcycle and travel insurance to their customers in Singapore. They wanted to leverage two-factor authentication and mobile messaging to verify customer contact numbers once they decide to buy policy. They also wanted to elevate customer engagement by staying connected with their customers during their customer journey, including new policy purchases, policy renewal, and other financial transactions.

To do so, it needed a solution to address the challenges below.

- A compliant, cloud-based, turnkey messaging solution.
- A secure, robust two-factor authentication solution to provide an additional layer of customer verification.
- The capability to send SMS via email to instantly communicate with customers without incurring additional implementation effort.
- A highly dependable means of timely customer communication.



THE SOLUTION

Auto & General SEA turned to the feature-rich NetSfere Omnichannel to quickly implement two-factor authentication and customer engagement. This solution has not only enabled them to verify customers but also, enhance customer experience by providing them with critical and important policy-related information in a timely manner.

Complete Two-Factor Authentication

NetSfere Omnichannel offers a complete two-factor authentication solution. With a simple, secure and robust 2-factor solution, Auto & General SEA was able to quickly deploy their customer authentication process to verify customers. The NetSfere Omnichannel does all the heavy lifting work. It generates a unique One-Time Pin and delivers it to a customer's phone number via SMS. The customer then enters the pin into the Budget Direct website, and the NetSfere Omnichannel validates the code before letting the customer create or log into an account.

Seamless Integration

The NetSfere Omnichannel email (SMTP) to SMS service enabled Auto & General SEA to engage with their customers via the ubiquitous SMS channel from their email application without the need for any additional development.

Security and Compliance

Architected and designed from the ground up with security and compliance in mind, NetSfere Omnichannel enabled Auto & General SEA to communicate through time-sensitive messaging with the assurance of data and communication protection. Furthermore, with the implementation of regulations such as GDPR and Singapore PDPA, the company had a competitive edge by using NetSfere Omnichannel, which is already compliant with GDPR, Singapore PDPA, PCI DSS, HIPAA, and more.



Fast, Reliable Message Delivery

NetSfere Omnichannel offers a feature-rich platform with key capabilities that ensure high message deliverability while keeping costs low. Its Intelligent Routing optimizes routes through re-routing and fallback to deliver speed and reliability suitable for time-sensitive communication. The built-in Number Validation framework of NetSfere Omnichannel identifies invalid phone numbers before message delivery, reducing delivery cost and increasing open rates. With assured message speed, high delivery success rate, and cost optimization, Auto & General SEA can focus on its core services without worrying about SMS deliverability.

Future Proof

Auto & General SEA was not only able to leverage two-factor authentication and SMS services but also has access to the full range of capabilities offered by NetSfere Omnichannel. This is a future-proof omnichannel messaging platform that stays ahead of the curve, thanks to its innovative and market-leading roadmap, which is continuously evolving.

Infinite Convergence helped Auto & General SEA to continuously improve customer experience with innovative mobile messaging technology. By delivering a superior, feature-rich, future-proof solution, the NetSfere Omnichannel enabled them to not only to effectively communicate with their customer and protect their data, but also to continue expanding their customer engagement through other messaging channels.



The Results

The implementation of NetSfere Omnichannel solution streamlined their customer authentication process and enhanced their customer communication, which resulted in several important wins for the organization:

- + Enhanced customer experience and trust with two-factor authentication and instant communication
- + Protected Auto & General SEA and their customer data
- + Improved compliance with local and global regulations
- + Increased business efficiency by reducing the efforts required to verify genuine customers and seamlessly remained connected with them

Today, we work closely with Auto & General SEA to evaluate and expand their customer engagement through additional channels, enabling them to meet the demands of their growing business.

About Infinite Convergence

Infinite Convergence Solutions, Inc. provides next-generation messaging and mobility solutions to carriers and enterprises globally, including a NetSfere Omnichannel suite, secure messaging through its standalone service NetSfere Enterprise (www.netsfere.com) and SMS, MMS and RCS solutions. The company's technology supports more than 500 million subscribers and over a trillion messages on an annual basis. Infinite Convergence Solutions has offices in the United States, Germany, UK, India and Singapore.

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