



JUNE 1-3, 2025 | LAS VEGAS

# New York Life transforms claims experience with Pega Customer Service



**Sukanya Rajasekaran**

CVP, Delivery Lead | Claims & Money Movement Experience,  
New York Life Insurance Company



**Peeyush Srivastava**

Vice President, Insurance  
Virtusa



# Agenda

- Current state & key challenges
- Defining the vision & strategy
- Incremental delivery & execution
- Realizing business value



## Pega capabilities

Pega, Virtusa has successfully led large-scale modernization journeys for some of the world's most trusted organizations.

[Domain expertise](#) | [Virtusa tools and accelerators](#) | [Digital engineering services](#) | [Accelerated timely and impactful delivery](#)



**4000+**

Pega experts



**2000+**

Pega transformation  
program



**210+**

Global Pega  
customers



**75+**

Modernization/  
upgrade programs



**23+**

Years of delivering  
Pega programs

[Global Elite Partner](#) | [Preferred Partner for Pega Product Engineering](#) | [Pega Insurance Partner Board](#)

[Partner of the Year for Blueprint Innovation](#) | [Partner of the Year for Modernization](#)

FORRESTER®

Virtusa named as a **Leader** in the  
Forrester Wave for **DPA**, Q3 2022

Gartner

Virtusa positioned as a Large Provider of  
Hyperautomation Consulting, Implementation &  
Managed Services by Gartner

 Everest Group

Virtusa positioned as a Leader again in  
Everest Group Pega Services PEAK  
Matrix® Assessment 2024 report

# New York Life

## Mutuality matters

As a Fortune 100 company and the **largest mutual life insurer in the U.S.**, we operate for the benefit of policy owners,<sup>1</sup> not Wall Street.



In 2025, we will pay **2.5 Billion** to eligible participating policy owners, the highest in our 180-year history.<sup>2</sup>

## A history of financial strength

We have the highest financial strength ratings currently awarded of all four major ratings agencies, based on our years of keeping promises to policy owners.<sup>3</sup>

## Industry accolades

Top 30 Most Trusted Financial Companies in 2024<sup>4</sup>  
Seramount<sup>4</sup> 2024 100 Best Companies<sup>5</sup>  
Fortune's 2025 World's Most Admired Companies<sup>6</sup>



1. Based on revenue as reported by "Fortune 500 ranked within Industries, Insurance: Life, Health (Mutual)," Fortune magazine, 6/2024. For methodology, please see <https://fortune.com/franchise-list-page/fortune-500-methodology-2024/>.

2. Dividends are paid on participating policies and are based on the policy's applicable dividend scale, which is neither guaranteed nor an estimate of future performance results <https://www.newyorklife.com/newsroom/2024/company-record-dividend-payout-for-2025>

3. The "Highest ratings currently awarded" refers to the highest ratings currently awarded to any U.S. life insurer, specifically: AM Best A++, Fitch Ratings AAA, Moody's Aaa, and Standard & Poor's AA+ (as of 10/04/2024). Source: third-party reports. Learn more: <https://www.newyorklife.com/about/our-strength/what-rating-agencies-say>.

4. Investor's Business Daily and MarketWatch. September 20, 2024.

5. Seramount. July 16, 2024

6. Fortune Magazine, January 29, 2025

# “Have you ever built a car?”

Building a modern claims system isn't all that different from building a car.

- It starts with **a bold vision**.
- It depends on **precise, high-quality components**.
- It requires a **well-coordinated assembly process**.
- And most importantly, it takes a **high-performing team to bring it all together**.

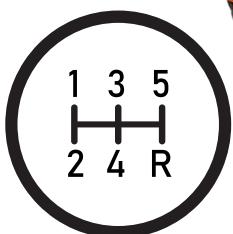
Together, **New York Life** and **Virtusa** partnered to deliver a next-generation claims system. **Powered by Pega**.



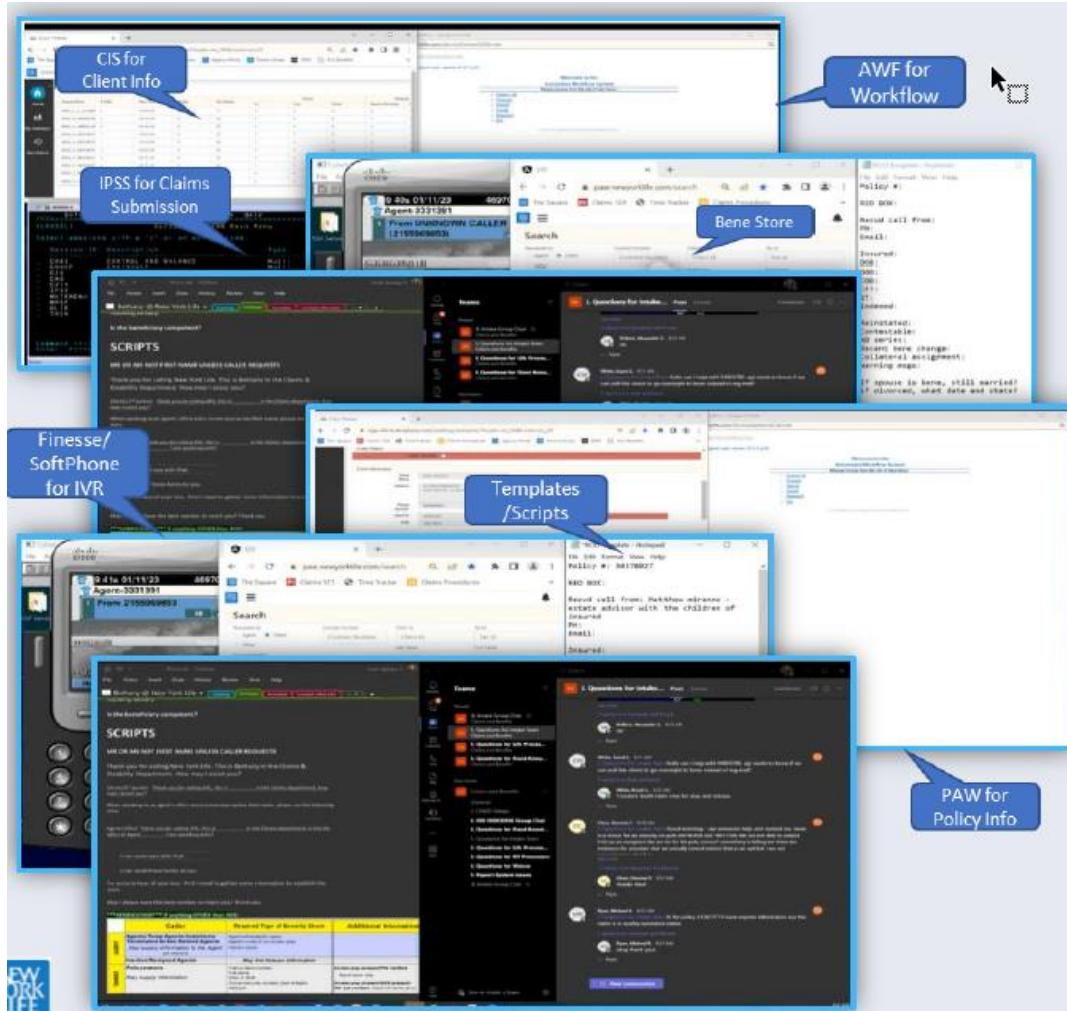
# Where we started: Claims challenges that held us back

The legacy system held back the business:

- **Fragmented systems, siloed data**
- **Outdated mainframe dependency**
- **Manual, paper-based processes**
- **No digital self-service or tracking**
- **Inefficient client correspondence**
- **High operational costs**
- **Slow turnaround times**



# Legacy system



# From legacy to road-ready: The stages of transformation



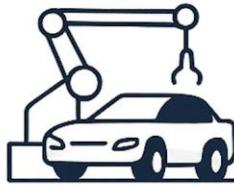
## Designing the concept car

Defined the vision, goals, and modernization strategy.



## Parts production

Built the foundational components: Integrations, architecture, and core features.



## The assembly plant

Integrated systems, developed workflows, and aligned teams in agile trains.



## The test track

Ran pilots, validated real-world performance, and refined the user experience.



## Showroom ready

Launched Claims Central to deliver business value and client impact.

# Designing the concept car: Vision before code



We set out to build a streamlined, digital-first platform that transforms the entire claims journey:

- Improve Operational Efficiency
- Reduce CSR Workload through Automation
- Deliver an Exceptional User Experience
- Enable Modern Digital Capabilities
- Unify the End-to-End Claims Journey

To bring that vision to life:

- **New York Life** and **Virtusa** partnered to select the right platform.
- **Pega** was chosen as the design canvas — a low-code platform suited for complex claims processing.
- **Virtusa** provided the engineering rigor to turn vision into reality through disciplined execution.



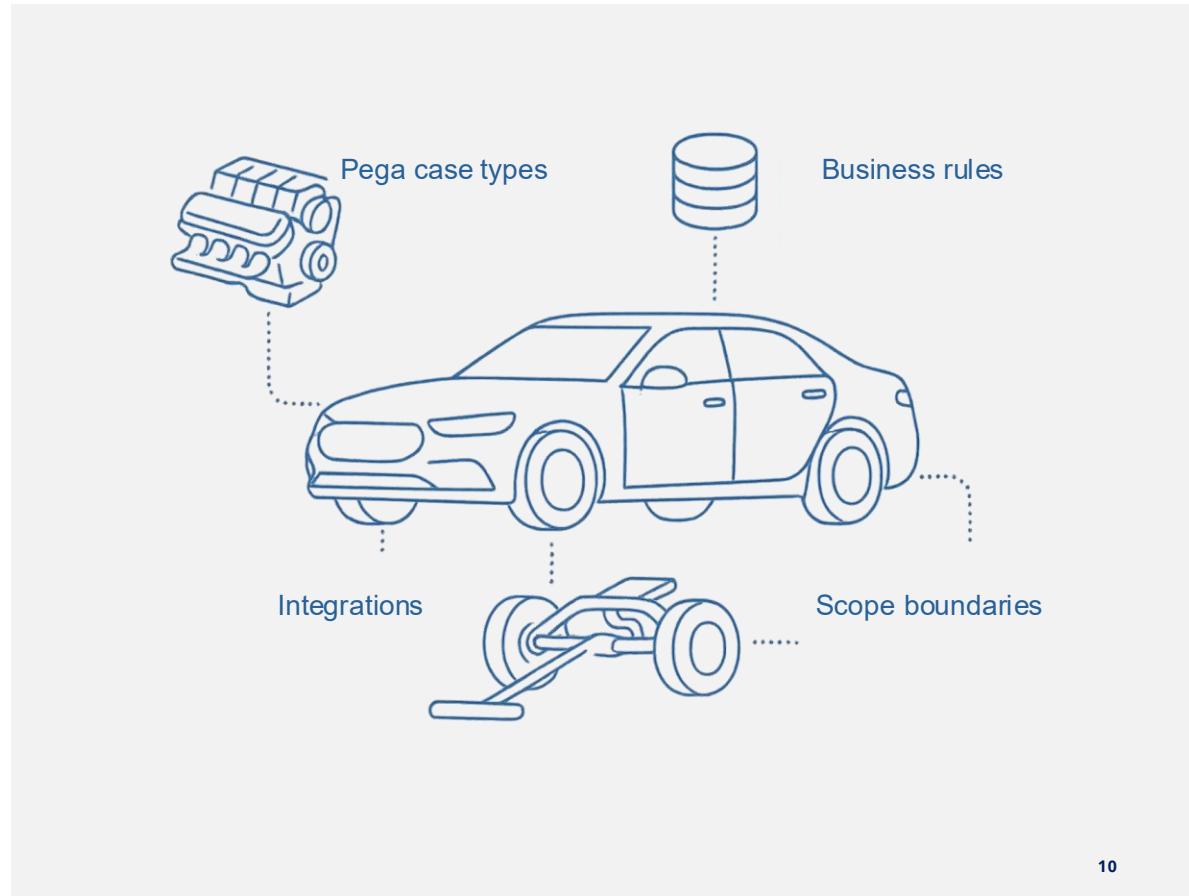
# Parts production: Building the foundation



Production began once the design was complete, and each part was built precisely to fit the final vehicle.

At New York Life, the same discipline guided the creation of key components for the new claims platform:

- **Pega case types** for varied claims journeys
- **Business rules & decision-making** with auto-adjudication
- **Microservices & APIs** for seamless integration
- **Modular UI components** for diverse user needs
- **Scope boundaries** between the platform and external systems



# The assembly plant: Bringing it all together



With the parts ready, we used Agile methodology to assemble everything seamlessly.

- Agile
- Specialized Squads
- Rapid Prototyping
- Reusable Components
- Test Automation
- Stakeholder Alignment
- Close SME Engagement
- Pega Compliance (Guardrails score 95%+)



# The test track: From prototype to performance-ready



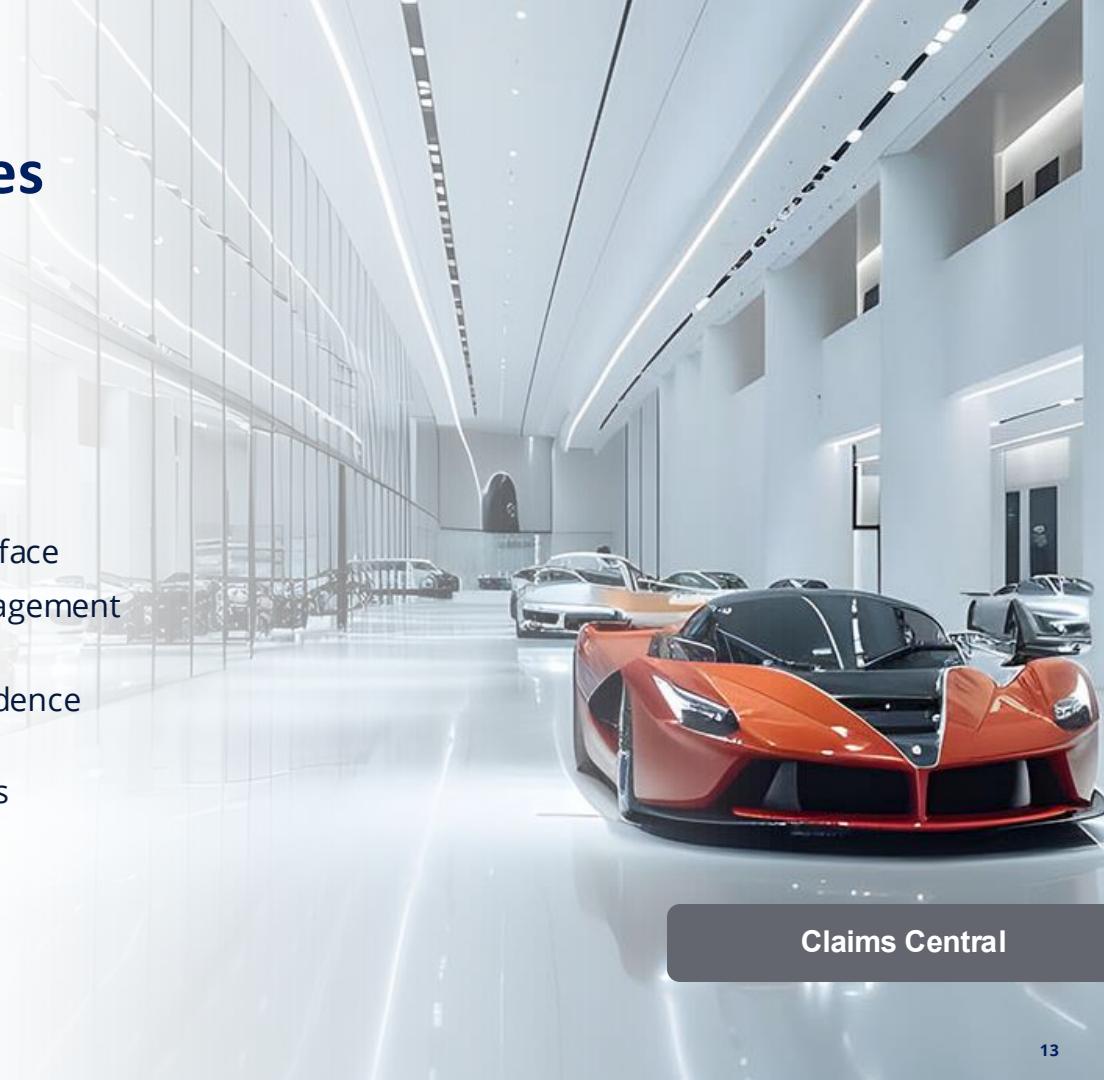
Before any car hits the road, it undergoes rigorous. The same discipline was applied to **Claims Central** before go-live:

- **Pilot releases** served as “test drives” in production-like environments
- **User Acceptance Testing (UAT)** validated end-to-end functionality and edge cases
- **Pega DevOps pipeline** enabled fast, reliable deployments
- **Training and readiness support** prepared users for success



# Showroom ready: Driving business outcomes

- **Faster Processing**
  - Cycle time reduced
  - AHT reduced by 3-4 minutes (10%)
- **Streamlined CSR Experience**
  - Claims reps work entirely within Pega
  - 9 systems consolidated into 1 Pega interface
  - Single pane of glass improves client engagement
- **Improved Communication**
  - Real-time updates and digital correspondence
- **Lower Operational Overhead**
  - 10% effort reduction; fewer manual tasks



Claims Central

# Claims Central

PEGA Claims Central (May) + New Search

Home Phone call

JASON PAIGE

01:54/60:00

+Add task

Report of Death-Life

Report of Death-Annuity

Wrap up

CONTACT INFORMATION

Callback +1(123) 456-7890

RELATIONSHIP

Agent

How can I help you today, Unknown Unknown?

Decedent Interactions & Services Documents DPI Summary View Case Summary & Notes

DECEDENTS INFORMATION

Name	Date of Birth	SSN	Client ID
MARIA NAHREBNE	10/16/1931	*****2333	001897270
Address			
15 NW 58TH CT, MIAMI, FL 33126-4733 US			

POLICIES UNDER DECEDENT

Policy Number	Tax Qualification	Claim Number	Product Name	Plan Name	Status	Policy Warnings	Policy Inactive Date
37775237		331861	ORD LIFE-ORDINARY LIFE	Employee Whole Life Insurance	ACTIVE-PREMIUM PAYING	<span style="color: red;">⚠</span>	
58259437	Non-Qualified	392095	NVA-LIFESTAGES ANNUITY	New York Life Variable Annuity (Non Qualified) LSA2	ACTIVE-PREMIUM PAYING		

NON-INSURED ROLES

BENEFICIARY DETAILS

Policy Number	Product Code	Plan Code Description	Plan Status
37775237	01	Employee Whole Life Insurance	ACTIVE-PREMIUM PAYING
58259437	74	New York Life Variable Annuity (Non Qualified) LSA2	ACTIVE-PREMIUM PAYING

Coverage ID	Insured Name	Plan Code	Succession Level	Beneficiary Type	Name	Division of Proceeds	Effective date
BSE-001	HNHNO	Primary	Individual	HAIFANG YANG	100.000000%	04/12/2024	

Plan Name SSN Irrevocable/VSC block indication Relationship

# The road ahead

Transformation becomes real with the right platform and the right implementation partner—like Pega and Virtusa



# Thank you



# PegaWorld

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