



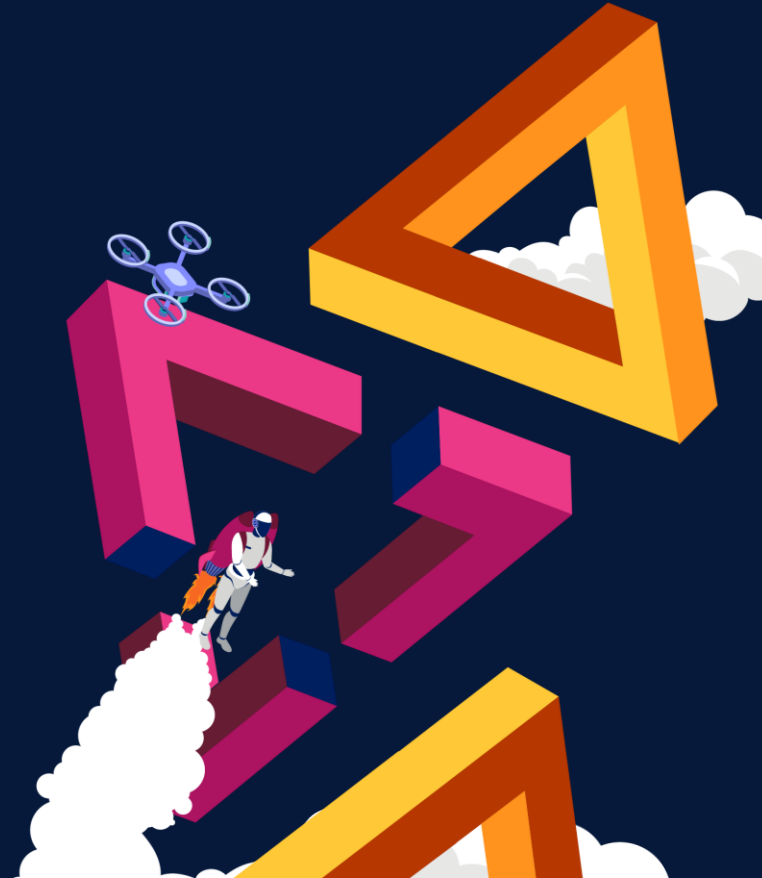
PegaWorld

JUNE 1-3, 2025 | LAS VEGAS

Revolutionizing Claims Processing: Primerica's Customer Service Transformation with Maantic



PRIMERICA®



Agenda

- About Primerica
- Transforming existing platform
- Journey to Success with Maantic
- Success Metrics
- Future vision

About Primerica

- Founded in 1977 as an insurance and financial services company
- Serving the middle-income market in the U.S., Canada, Puerto Rico and Guam
- Over **5.5 Million** lives insured through our life companies
- *More than \$953 billion* of term life insurance in force
- *An average of \$4.9 Million* in benefit claims paid everyday
- Contact Center services **135,000** Claims calls yearly

STANDARD OF EXCELLENCE – AWARDS & RECOGNITION



Primerica named #1 Most Trusted Insurance company in 2022 by Investors Business Daily¹



Top Workplaces – 2024 USA



Fortune 1000 ® 2024³



DALBAR Mutual Fund Service Award²



Forbes 2022 America's Best Insurance Companies⁴

*Numbers reflect the combined totals or daily average, as indicated above, as of, or for the year ended, December 31, 2024, for the following affiliated companies: Life Insurance: National Benefit Life Insurance Company (Home Office: Long Island City, NY) in New York; Primerica Life Insurance Company (Executive Offices: Duluth, GA) in all other U.S. jurisdictions; Primerica Life Insurance Company of Canada (Head Office: Mississauga, ON) in Canada.

1. Survey results are presented solely with respect to Primerica's U.S. term life insurance business. Term life insurance underwritten by National Benefit Life Insurance Company, Home Office: Long Island City, NY in New York State; Primerica Life Insurance Company, Executive Offices: Duluth, GA in all other U.S. jurisdictions; and Primerica Life Insurance Company of Canada (Head Office: 6985 Financial Drive, Suite 400, Mississauga, ON, L5N 0G3, Phone: 905-812-2900) in Canada. From Investor's Business Daily, "41 Most Trusted Life Insurance Company," as of October 9, 2024. 2. Dalbar.com, "DALBAR Mutual Fund Service Award 2024," January, 8 2025. 3. From Fortune. © 2024 Fortune Media IP Limited All rights reserved. Used under license. Fortune 1000® is a registered trademark of Fortune Media IP Limited and is used under license. Fortune and Fortune Media IP Limited are not affiliated with, and do not endorse products or services of, Primerica, Inc. As of June 4, 2024. 4. Forbes.com, "Forbes 2022 America's Best Insurance Companies," October 23, 2024

Transforming Existing Platform



The Challenges ...



**Limitations of
Legacy Customer
Service platform
(Home Grown)**



**Multiple system
hand-offs and manual
operations delayed
AHT**



**Low AHT &
CSR/Agent Morale
impacted
Customer
satisfaction**



**Limited ability to
adopt quick changes
and speed to market
for onboarding new
customer journey**

Why did we choose Pega Customer Service ...

- **Repeat Success & Maximum Reuse** - Success of existing Pega Claims platform implementation. Ability to re-use many existing API's. Options to add a workflow for claim status calls & tracking capabilities
- **Unification** - Cuts across silos with end-to-end automation, adapting to customer/claimant and agent micro-journeys across business dimensions
- **Make every rep, best rep** - Pega Customer Service supports reps with guided interactions, case suggestions, knowledge articles, and more, so reps have the tools they need to deliver outstanding service more effectively and efficiently
- **Adapting technology** - With contextual self-service and triggered responses of Pega Customer Service framework, contact center reps can deliver seamless experiences driven by customer/claimant history and case information.



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Journey to Success with Maantic

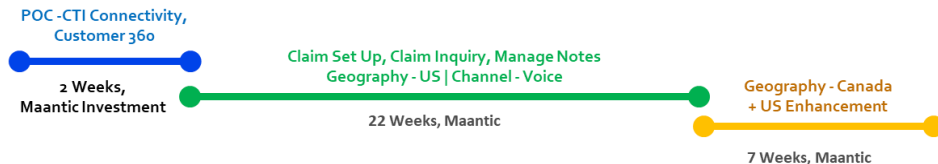
maantic
Your think tank to stay ahead

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Our Partner Maantic ...

Unique approach from SI Partner expedited the journey to success and accelerated adoption by Reps



- ✓ **25%** acceleration achieved leveraging the reusable POC
- ✓ **30%** reduction on the **overall cost** by delivering from offshore
- ✓ **70%** reusability achieved during the Canada (New Geo) onboarding
- ✓ **Same-day** turnaround in **defect management process** due to Co-location of Pega Dev & Pega Testing team
- ✓ **70%** reduction of **regression time** of **dialog script** (30 Caller types, 3 Policy Types, 4 Claim Types, avg 3 screens) leveraging automated visual validation process

UNIQUENESS

- **Feasibility Check**
- **Expertise & Experiences**
- **Design Thinking Session**
- **Intelligent Testing**

Success Metrics



What did we do different to enhance our success factor

A key success factor for Primerica : Less than 3 production issues in a month post rollout.

- ✓ Planned extended testing cycle for SIT & UAT
- ✓ Heavily involved a targeted set of internal users to test the application in UAT
- ✓ Training users in test environments during UAT with sufficient test data
- ✓ Flexible resourcing model from our partner to ensure quick turnarounds



Outcome...



Customers (Beneficiaries/Owner/Family Members etc.)

- **Reduction of overall call duration** by having upfront Duplicate check during claim set-up
- **Faster Claim Status update** over the phone with automated verification steps
- **Get instant notification of multiple Claims** for all active policies for the insured



Agents

- **50% Faster inquiry of multiple Policy status** for any customer
- **Once and done verification** for multiple claims of the same customer policies



Customer Service Representatives

- **50% Reduction in handling time** due to an automated task selection from IVR Input
- **Faster resolution in claim status inquiry** due to availability of data in the form of Customer 360 in the CSR Desktop
- **Improved First Call Resolution** in claim status inquiry for linked policies with a **single verification**
- Automated address field population during claim set up to **reduce call handling time by 70%**
- **Once and done** claim set up for all linked policies

Future Model / Long Term Vision ...

- Reduce **AHT**, increase **FCR**, **CSR/Agent Morale**, **Customer Satisfaction**
- Reduce **TCO** by having unified portals
- **Speed to market** for new customer journey / new geography / new channel adoption
- **Quick onboarding** of other operations within Primerica
- **Leverage platform capabilities** for engaging customers effectively in future, recommend customers based on their actual needs, responding to customers conversationally in real time

Future Model of Customer Service



Future model with AI ...

Focus on delivering quicker, more personalized, and human-like interactions by automating routine tasks to boost customer satisfaction, and help reduce employee burnout

Judicious use of Predictive and Generative AI can work wonders to the CS automation and intelligent interactions.

Here is what the future potentially holds :

- Intent-driven modelling
- Customized offerings to end user
- Enhanced quality of customer interactions, even through CSR prompts
- Relevant product recommendations
- Automated simple problem resolutions

POTENTIAL BENEFITS

- **Increased operational efficiency** - Automation of routine tasks frees up human agents to focus on high-value interactions
- **Improved customer satisfaction** - Personalized and proactive interactions leading to a more positive customer experience.
- **Enhanced customer loyalty** - Building stronger customer relationships through proactive support and tailored interactions
- **Reduced costs** - Efficient problem resolution with less need for human intervention

Thank you

Q/A





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