



PegaWorld

JUNE 7-9 | LAS VEGAS

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corebridge
financial

Reimagining the Front Door: How Corebridge Turned Emails into Automated Workflows with Pega + AI

Rahul Biswas

Vice President, Corebridge Financial

Sachin Kulkarni

Pega Lead System Designer, Corebridge Financial

Kedar Godbole

Transformation Lead, Accenture

Chirag Goel

Pega US FS Lead, Accenture



Overview

Corebridge Financial At a Glance

Corebridge Financial is one of the largest and most established life insurance and retirement solutions providers in the United States, with a long and proven track record of serving our clients. At Corebridge, we're passionate about giving people the power to help them reach their financial goals. It's who we are.

\$385B

in assets under management and administration as of Dec. 31, 2025

\$10B

in premiums and deposits for the quarter ending Dec. 31, 2025

\$52B

In claims and benefits paid between 2021-2025 by the U.S. life insurance companies collectively*

FORTUNE

500[®]

2025

Business Pain Point

Fragmented mailbox driven operations created manual overheads, poor visibility and inconsistent service delivery

1

Siloed Email Intake

High-volume inbound traffic spread across mailboxes with no unified view

2

Manual Handling

Sort, assign, prioritize and respond performed manually – increasing TAT and error rates

3

Disparate Funnel Mgmt

No integrated queues based on complexity, urgency or intent; fragmented routing logic

4

Lack of Traceability

No unique identifier linking email threads, or related request; inability to track request lifecycle

5

Non-Standard Escalations Mgmt

Multiple escalations inboxes, with no uniform approach; high duplication and follow-ups

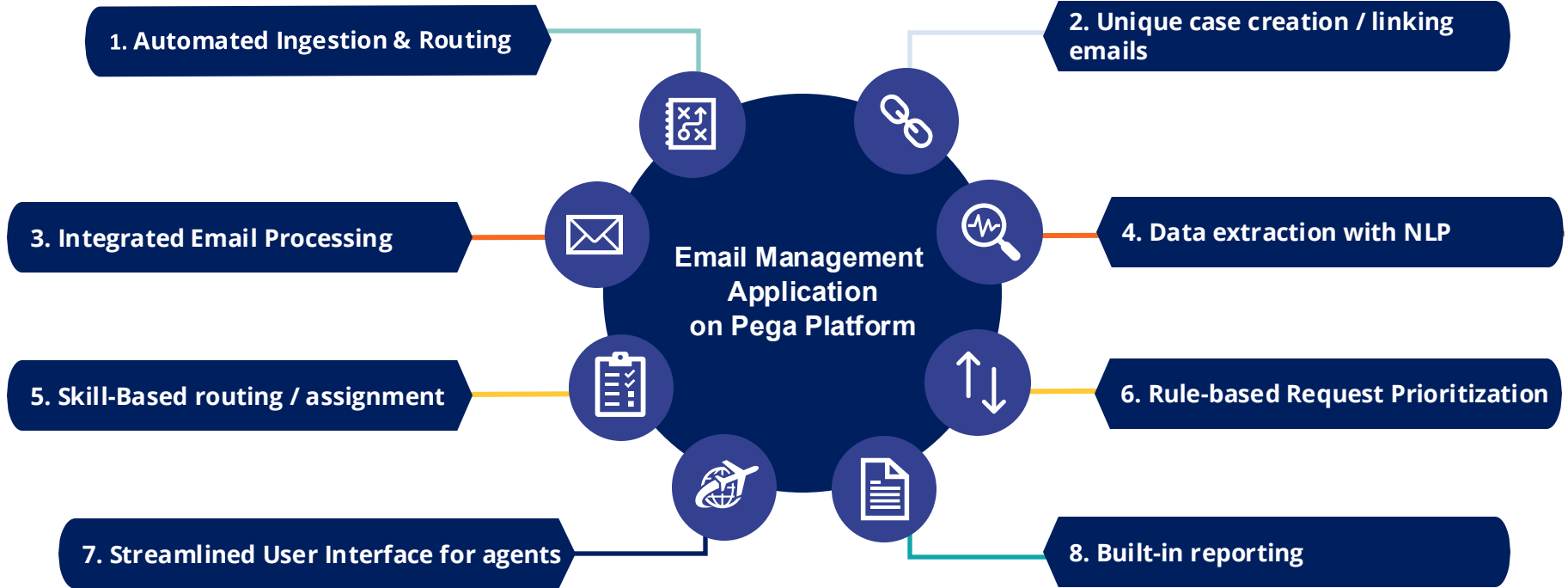
6

Limited Funnel Governance

Inability to track SLAs, monitor end to end performance or intervene proactively

The Solution

Intelligent email management application leveraging the out-of-box workflow, case management and AI capabilities of Pega



Our Achievements



Improved Response Time & SLA Performance



Automated Work Routing & Distribution



Complete Work Tracking & Visibility



Delivered on time and below cost



Real-Time Automated Reporting





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