

Agenda

An intro to Zurich Santander

The challenge & the journey with Pega

Solution architecture overview

Business results

Case study: Carnival floods

Lessons learned

Q&A



Zurich Santander Brazil At a Glance



11%

Total insurance
market share in
Brazil

9.5M

Customers served
across seven
business lines

4th

Largest
bancassurance
distribution in
Brazil

- Formed in 2011, largest ZS geo operation
- \$6.6B BRL GWP covering 14.9M policies
- 350 Brazilian employees
- Business lines- Life, A&H, Homeowners, SMEs, Credit Related, Pension and Dental

In one month, Zurich Santander Brazil ...

- Processes > 1.1M quotes through its physical and mobile channels
- Issues > 1M credit related policies and > 100K Life, A&H, SMEs and Homeowners policies
- Receives > 11K claims notices
- Answers >140K calls in its contact center

From Traditional to Digital

Goals

- Full control and real time monitoring of claims processing
- Flexibility and agility to setup fast track processes
- Leverage autonomy and convenience for customers

Challenges

- Dependency on IT Santander team to implement process changes and launch new products
- Integrate with external legacy systems without APIs
- Manage activities with third party regulators as part of claims processes



Zurich Santander's Journey with Pega



ZURICH



Santander

INSURANCE AMERICA

Wave 1

Claims

- End-to-end orchestration
- Customer-centric digitized channels
- Management and transparency of third-party processors
- Flexible and nimble process improvements

Wave 2.1

Product Mgmt.

- Unified approach to manage the entire product life cycle
- Improve time-to-market for new products
- Simplified product suite
- Customizable products to address different customer needs

Wave 2.2

Quotation

- Flexible approach to handle segments across all channels
- Personalized pricing
- Advanced analytics to monitor and adjust pricing effectiveness

Wave 3

Digital Back-office

- Orchestrate back-office process and integrate with legacy systems
- Maximize process automation
- Leverage data and AI to reduce process times and operating costs
- Work-in-progress

Architecture Overview

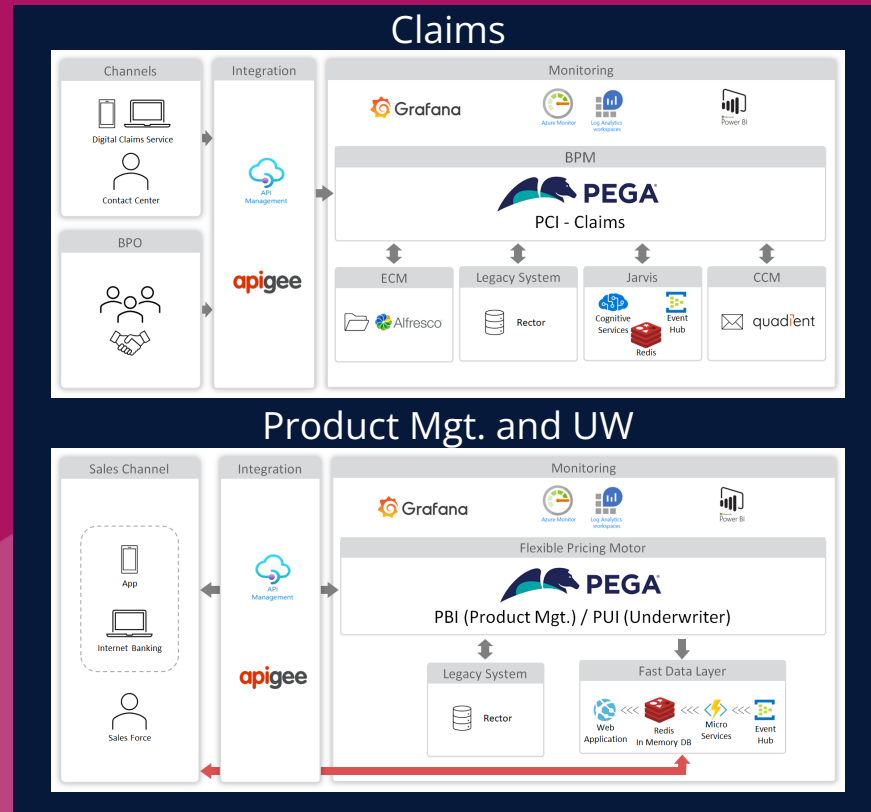
Some key points from Zurich Santander Architecture

Decoupling process from our legacy systems

Event Driven architecture

Cognitive Services and In Memory database for faster processes

Streaming API giving more efficient integrations



Results Achieved

65% Clients migrated to digital claims service ('20-'23)

30% Reduction in claims time to payment ('20-'23)

20pt Increase in claims T-NPS ('20-'23)

50% Reduction in time to market for new products

80% Efficiency gain in product model



INSURANCE AMERICA

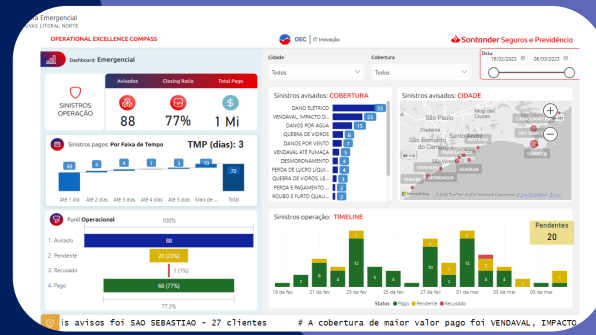
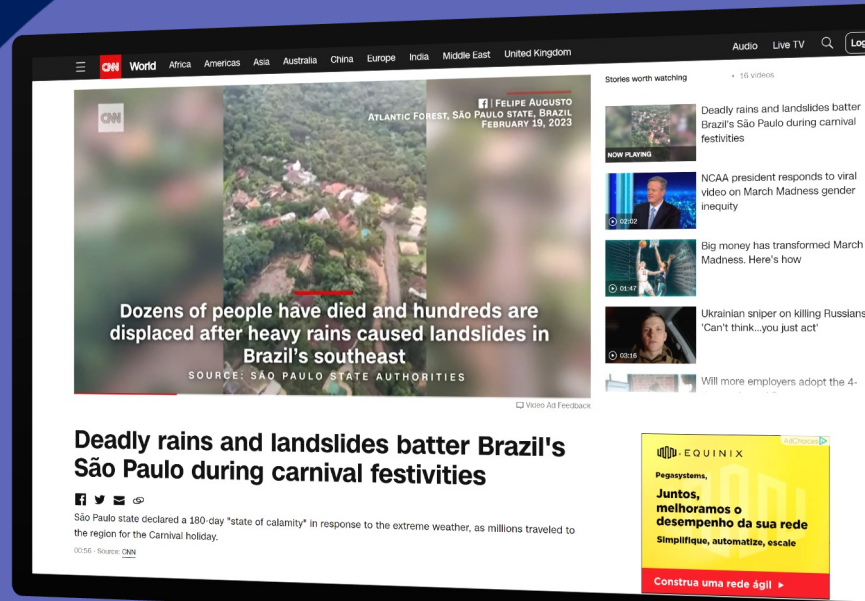


Case Study: Pega's low-code platform helps Zurich Santander navigate a catastrophic storm

- Feb '23, two weeks before Carnival, predictions of torrential rain (100mm/day)
- ZS sends SMS three days out to customers with alerts and pro-active guidance
- Within 24 hours of storm, new claims workflow deployed, new SMS w/ guidance for those inside event area (7,200 customers)
- Real-time monitoring of new claims in affected region to ID priorities / assistance
- Thanks to warnings and coordination with local government & services, only 88 claims registered with payout at \$1.1M

ter, 14 de fev. 10:42

SANTANDER: NATALIA, identificamos que ha previsão de chuvas fortes em sua região entre hoje e amanhã, mas lembre-se que voce conta com o seu RESIDENCIAL. Se precisar solicitar uma assistência preventiva ou informar um sinistro, acesse o app Santander ou ligue [4004 3535](tel:40043535) (capitais e regiões metropolitanas) ou [0800 702 3535](tel:08007023535) (demais localidades).



Top 5 Lessons Learned

- **Partnership between IT and the business** coupled with **executive alignment** is essential throughout the program lifecycle
- **Complete process testing** including w/ third parties
- **Prioritize continuous improvement** with a business value **and customer centric** driven culture
- **Monitoring and controlling process is essential** before you make any significant system changes
- **Change is inevitable** so anticipate and pro-actively communicate KPI led expectations



Q&A





PegaWorldiNspire

