



HDFC LIFE CUTS CUSTOMER RESPONSE TIMES BY 50 PERCENT WITH QLIKVIEW

About HDFC Life

As one of India's leading private life insurance companies, HDFC Life offers a range of individual and group insurance solutions through around 500 branches in India. It has customers in 900 cities and towns. HDFC Life is a joint venture between Standard Life of the UK and Housing Development Finance Corporation of India. HDFC's product portfolio includes pensions, savings, investment, health and protection. The business currently has 25 retail and nine group companies, and ranks second in a highly competitive insurance market.



"QlikView has given senior management a holistic view of our business. As a result, the company has grown by 17 percent over the past two years and we've achieved our aim of becoming the second-largest life insurance firm in the country."

Ananthanarayanan V, Vice President, Business Insights, HDFC Life

Challenges:

- Create a single view of disparate sources of data
- Provide strategic decision-making model for senior management
- Accelerate business growth and improve market standing

HDFC Life wanted to improve its market share from eighth to second within two years. To achieve this, it needed to give senior managers the ability to make strategic decisions based on accurate data from a single, central repository. The company looked for a business discovery solution to help improve data storage and analysis, with the aim of accelerating market performance. Previously,



each department generated and stored information separately, which meant it was time-consuming for staff to access accurate data. HDFC also wanted to reduce response times for customers and improve client satisfaction by up to 50 percent, while boosting sales and marketing operations.

Solution:

HDFC Life reviewed several business intelligence (BI) solutions, but after a proof of concept (POC) working with Qlik Partner TEAM Computers it decided to deploy the QlikView 11 business discovery platform.



The Qlik team delivered the POC in just 10 days, scoring 100 percent for speed and reduced margin of error—the other providers scored much lower. HDFC wanted to roll out the platform in less than 45 days to 250 decision makers in marketing, sales, operations and customer relations departments. The Qlik team hit this target in just 27 days. Ananthanarayanan V, Vice President, Business Insights, HDFC Life, says: "With QlikView in place, we were in a position to

solve the problem of poor information flow and analysis, which didn't align with our organisation's objectives."

Value:

- Accelerated business growth by 17 percent in just two years
- Achieved overall savings of US\$400,000 in two years
- Improved customer response times by 50 percent
- Delivered dashboards to key business units in less than 30 days

Functions:

-  Executive, Finance, Marketing, Sales
-  Partner - TEAM Computers