



FOCUS BETTER ON YOUR BUSINESS GROWTH



SUNDARAM BUSINESS SERVICES

Turn to us

We are Sundaram Business Services (SBS), the business process outsourcing (BPO) division of Sundaram Finance (SF) Group. We have been providing support services for leading Indian and overseas companies in the General and Life Insurance domain.

We are the first outsourcing company in the Indian subcontinent to service the insurance vertical.

Our offerings include Insurance-related services, Banking-related services, Credit Processing, General Accounting services, Fund Accounting services and Payroll.

Our real time expertise comes from migrating over 125 key processes from across 4 continents.

On date, our 600-member team services over 30 domestic and international clients.

Our processes are ISO 9001:2000 certified. Significant progress has also been made in implementation of customised Six Sigma. Our information security management system is compliant with ISO 27001.

With a 100% client retention level and a track record of zero security breaches till date, we are now poised to move to the next level.

Know us better

SF is a multi-billion dollar, diversified Indian financial services group established over five decades.

SF is one of the most trusted names in financial services, as also one of the leading Indian financial services group, characterised by values such as trust, integrity, superior service and long-term focus.

The business activities of the SF Group span Auto Finance, Asset Management, Home Finance, General Insurance, Logistics, Retail Distribution, Information Technology and Business Process Outsourcing. In the year 2005-06, SF's consolidated revenue was USD 194 million with a net profit of USD 40 million.

With an experienced team of over 2,000 professionals and successful associations with leading multinationals such as Royal and SunAlliance (UK), International Finance Corporation (IFC-Washington, USA), Banque Nationale de Paris (BNP – France) and FMO (Netherlands), SF is well-respected in the international financial services arena.



Here's what we have to offer

Our cross-functional team replicates your processes by assimilating technology which ensures seamless optimisation of our service levels within the required timelines. Our service spectrum in the insurance vertical includes:

General Insurance	Life Insurance	Channel Management
<ul style="list-style-type: none">• Policy Issuance• Policy Administration• Claims Support• Premium Receipting• Premium Reconciliation		<ul style="list-style-type: none">• Agent Master Creation• Updation of Agent Master with<ul style="list-style-type: none">o IRDA training detailso IRDA exam results• Service bills reconciliation
<ul style="list-style-type: none">• Motor Policies• Personal Policies	<ul style="list-style-type: none">• Group Life Insurance• Housing loan-linked Insurance• Endowment Policies	<ul style="list-style-type: none">• Verification / payment of Commission

How it transforms to business focus

Here's a credible case study that helps you understand:

The client is a General Insurance company operating in India and in a Joint Venture with a major UK-based general insurer. They have a network of branches across India and the principal products offered by them include: Personal Policies and Motor Policies. The client was facing challenges such as cost optimisation due to competition from other private players and managing volume growth.

In this situation, the client found SBS as the most suitable business process partner arising from SBS' strong insurance background, ability to quick transition from Pilot to Live status and also address surges in transaction volumes. SBS offers Policy Issuance, Policy Administration and Claims Support Services to the client.

The Result

- Close coordination between Insurer and SBS for process transition
- Steady state achieved within 6 months
 - o Initial processing in physical format
 - o Now in electronic format
- Quick assimilation of the features of client's application software

The Impact

- Quick and seamless transition
- Significant cost reduction
- Successful management of volume growth: Compounded Annual Growth Rate of 32% in Motor Policies and 46% in Personal Policies, between 2002 and 2006.

In the words of the client:

"Our association with Sundaram Business Services has been governed by a mutually beneficial exchange of ideas and services. We are impressed with their customer-oriented approach to business, and this has definitely contributed to their quality of service and achievement of ISO recognition."

- Managing Director



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20, Patullos Road, Chennai - 600 002. Ph: 044-28599900
e-mail: info@sundarambpo.com www.sundarambpo.com