IndiaFirst Life Collaborates with Salesforce to Reimagine Customer Experience and Drive Operational Efficiency

Mumbai, 19 March 2024: IndiaFirst Life Insurance Company Ltd (IndiaFirst Life), one of India's fastest-growing private life insurers has taken a strategic and technological leap by migrating its Customer Relationship Management (CRM) systems to Salesforce, the #1AI CRM. IndiaFirst Life will leverage Salesforce Financial Service Cloud to unify customer interactions, manage data efficiently, enhance team collaboration, and significantly improve its customer servicing capabilities.

IndiaFirst Life's decision to migrate to Salesforce was fuelled by its desire to leverage cutting- edge cloud technology functionalities tailored specifically for the life insurance industry. With Salesforce Financial Services Cloud, IndiaFirst Life gains a robust 360-degree customer view, enabling personalized interactions and automating workflows to optimize resources. Advanced analytics and reporting will enable real-time insights and integration with third-party applications has helped minimize disruption. Enhanced client engagement is facilitated through personalized communication, enhanced security features protect data integrity - boosting trust and compliance, and Salesforce's scalable architecture helps IndiaFirst Life to ensure future readiness, empowering it to adapt to the evolving market dynamics.

These capabilities of Salesforce are pivotal in IndiaFirst Life's journey toward becoming a more agile, efficient, and customer-centric organization. They help the company drive success by enhancing operational efficiency and aligning customer servicing capabilities with modern financial landscape requirements. Orbit Innovation has played a key role in the implementation process, enabling end-to-end deployment, and transforming the service experience for IndiaFirst Life.

Emphasising the organisation's commitment to technological advancement, **Vishakha RM, MD & CEO, IndiaFirst Life**, said, "Our collaboration with Salesforce reflects our ongoing commitment to continuously improve our technological infrastructure. The migration to the state-of-the art Salesforce CRM platform has streamlined our customer interactions, led to efficient data management, and enhanced team collaborations. This strategic partnership further strengthens our #CustomerFirst philosophy and underscores our dedication to innovation and delivering exceptional value and a hyper-personalised experience to our customers."

Arundhati Bhattacharya, Chairperson & CEO, Salesforce India, added, "With technology driving rapid evolution in India's financial landscape, it's crucial to seize the opportunity to enhance customer experiences, harness data insights, and empower employees. We are thrilled to be a part of the digital transformation journey of IndiaFirst Life, by enabling them to redefine customer interactions and drive operational efficiency, staying ahead in the dynamic financial landscape and driving success. Our collaboration will further streamline operations, propelling IndiaFirst Life as pioneers in tech-enabled offerings in the insurance sector. The association with IndiaFirst Life will fortify our growing reputation as a partner of choice for the financial sector."

The project was conceptualized, designed, and implemented within a record time of three months. With the first phase of migration completed, all users at IndiaFirst Life are now using Salesforce for customer servicing. IndiaFirst Life is now working on enhancing its servicing capabilities, fine-tuning its existing processes to improve on its First Time Right (FTR) and Straight-Through Processing (STP) scores, and reduce overall TATs.

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About IndiaFirst Life Insurance Company Ltd: *Headquartered in Mumbai, IndiaFirst Life Insurance Company Limited (IndiaFirst Life), with a paid-up share capital of INR 754 crores, is one of the country's youngest life insurance companies. Its current shareholders include Bank of Baroda, Union Bank of India, and Carmel Point Investments India Private Limited, which hold 65%, 09%, and 26% stakes in the company. Carmel Point Investments India Pvt Ltd. Is incorporated by Carmel Point Investment Ltd, a body corporate incorporated under the laws of Mauritius and owned by private equity funds managed by Warburg Pincus LLC, New York, United States. The company's key differentiator is its simple, easy-to understand products that are fairly-priced and efficiently serviced. For details, please visit https://www.indiafirstlife.com/*

About Salesforce:
Salesforce empowers companies of every size and industry to connect with their customers through the power of data + AI + CRM + trust. For more information about Salesforce (NYSE: CRM), visit: www.salesforce.com.

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