



Innovations with Data Agility In Insurance

Vijaya Deepti

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<http://Informationexcellence.wordpress.com>

Vijaya P H Deepti Profile



Vijaya P. H. Deepti

Vice President and Head of Global Delivery Insurance unit
Tata Consultancy Services Limited.

With an experience of 29 years in TCS, Vijaya Deepti is currently responsible for global delivery for the Insurance unit. She has the additional responsibility to grow UK and European Insurance business. Her experience in delivering large scale transformations, coupled with thought leadership enables her to be a business advisor to CXOs of global insurance corporations.

Her ability to significantly impact the organizational context by bringing innovativeness in her ideas, solutions and approaches along with her strength in building customer relationships has helped anchor the business during the downturns.

In recognition for her contribution to the Insurance unit within TCS, Women Leaders In India (WLII) conferred the "Leading Businesswoman Of

The Year" award in Dec 2009. Under her leadership, the unit won a number of large strategic deals, acquired new customers and grew volume by 100% within 2 years of taking charge of the unit. She has been a role model and inspiration for emerging women leaders in TCS and the industry.

Deepti has been a member of TCS Business Excellence Council , responsible for driving TATA Groups' Business Excellence(TBEM) initiative. She worked as head of Quality Council and has championed various Six Sigma Initiatives within TCS and customer engagements.

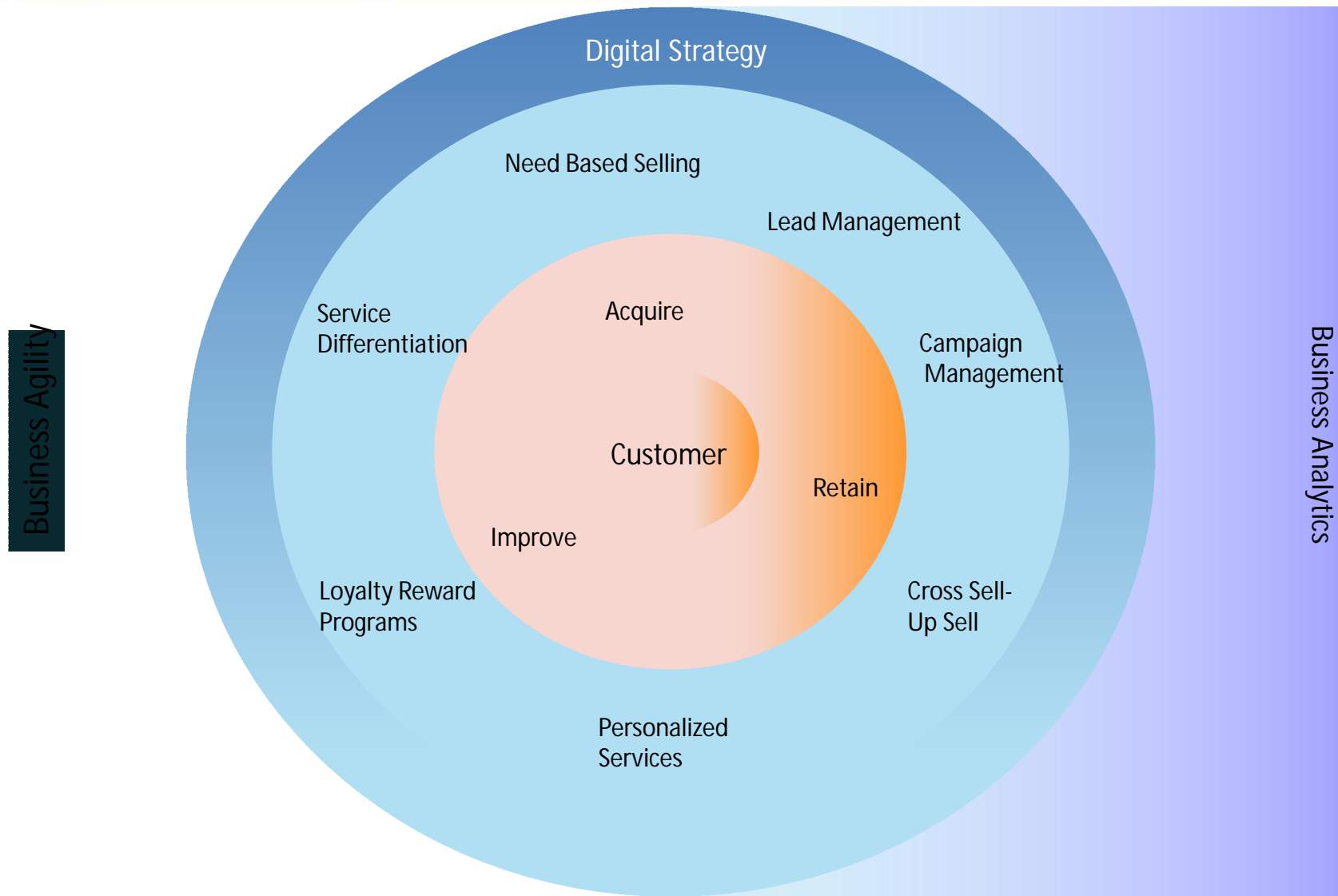
A quick learner who brings passion and fervor to whatever she does, Deepti is also a change agent. Deepti is a voracious reader who likes to read books on management, leadership, and innovation amongst others and bring these learning to drive positive change within the organization.

Vijaya Deepti has a Bachelor's Degree in Mechanical Engineering, from Bombay, India. She has authored and published white papers and research studies, one of which was on "Effective Risk Management: Risk Analysis Using Enhanced FMEA". (link?)

Deepti is a strong believer in work life balance and encourages this across the organization through effective time management.

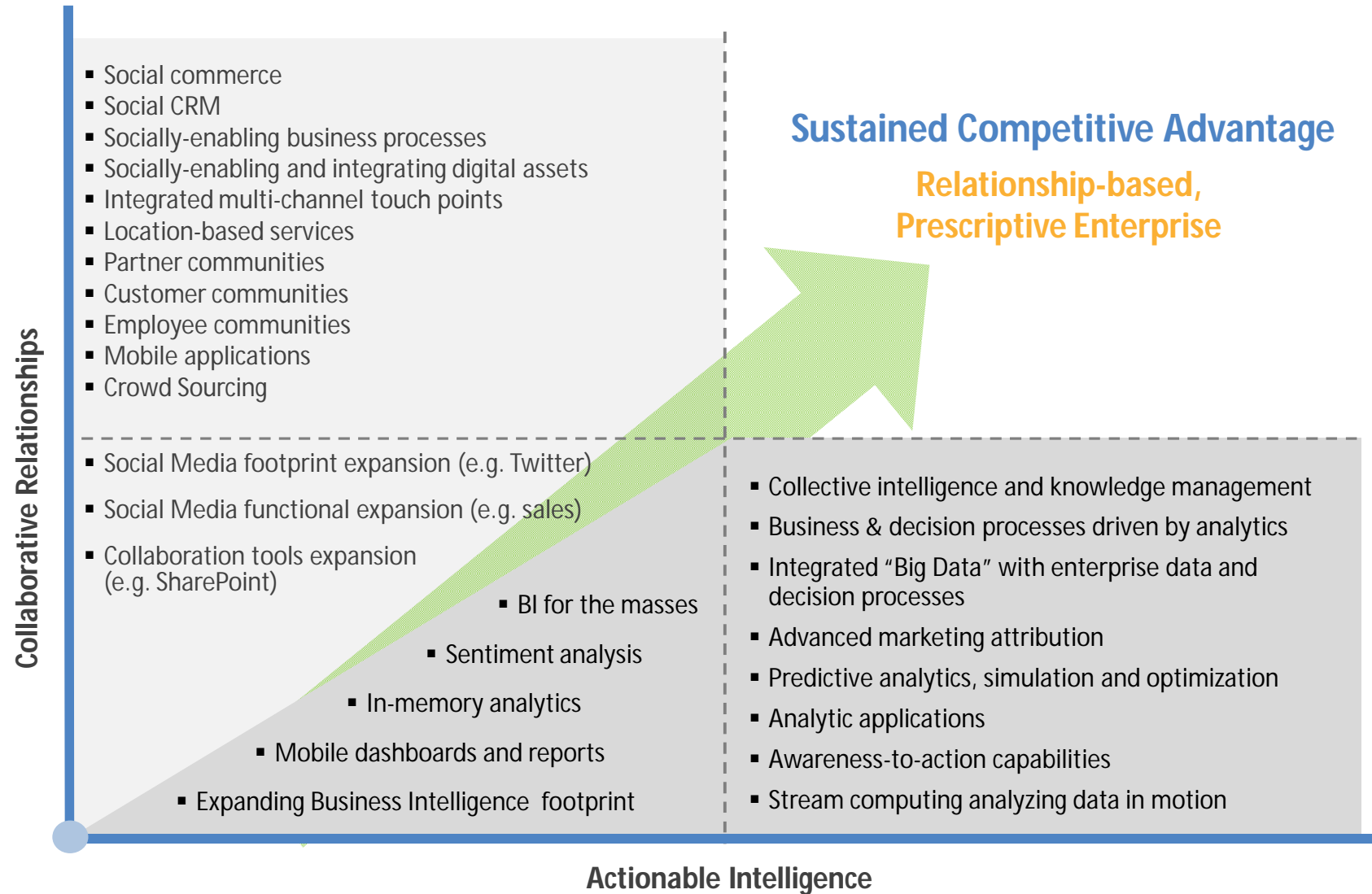
For customers, Deepti is fondly known for her ability to deliver certainty, for her teams she is the leader who trusts and empowers and for associates in the unit, she is a role model as much for her vision, insights and technical expertise, as for her people management skills.

Customer Centricity drives Agility



Customer Centric Organization and Culture driven by a leader who can cut across Product silos.
Focus is on Customer Experience and Customer Perception

Data Agility – Journey towards Excellence



Innovations with Data Agility in Insurance

Customer focused Predictive Analytics

- Claims Triaging
- Adjuster Assignment

Usage Based Insurance

- Pay-How-You-Drive

Adaptive Data Warehousing

- Adaptive Model Driven

Data Agility it is not about technology but the ability to move, process, consume the data within or across the enterprise quickly.

Customer focused Predictive analytics

Claims Triaging and Adjustor Assignment

Insurance Distribution (Understanding customers, targeting the right markets, Hiring and deploying the right agents)

Personalized Claim Handling(Proactively approach the customers leveraging the insights derived from claims data)

Analyze Online User experiences

Big Data Analytics (Social media, Facebook etc.)

Insurance Telematics in Action

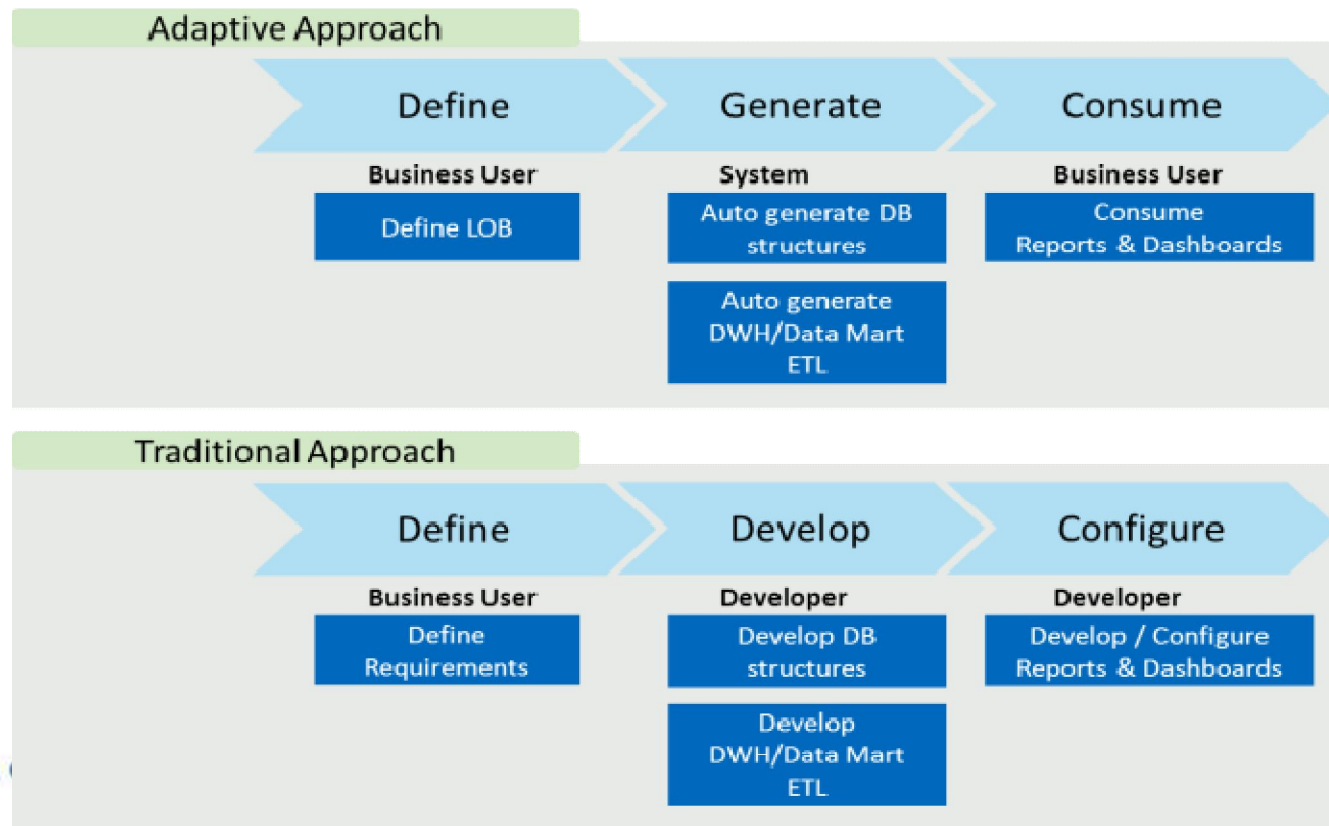


Telematics in action

Adaptive Data warehousing

A shift from Traditional Approach

- Acquire and manage data in a way it can be utilized better automate core data warehousing functions
- Focus on a business model rather than a physical model as the core of Data warehouse. (Insurance specific models).
- Reduce the update cycle of data warehouse





Thank You

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TATA CONSULTANCY SERVICES

Experience certainty.