From Days to Minutes

How Zopper reduced customer onboarding time for a leading microfinance institution with 75% less manual effort?

At A Glance

Our client, one of the leading microfinance institutions, serves over 50 lakh people in rural India, providing micro-loans predominantly in remote, tier V and VI cities. Currently they manage an Asset Under Management (AUM) of ₹26,304 crores.

However, despite their extensive reach, they faced significant hurdles in cross-selling insurance, primarily challenge due to poor internet infrastructure in certain regions. This restricted the use of existing technology and furthermore created barriers to efficient cross-selling. Zopper's unified digital platform helped in mitigating these issues pertaining to their offline capabilities.

CLIENT OVERVIEW

Our client is a microfinance institution that provides loans to low-income households, particularly women in rural and underdeveloped areas. It operates through 1,900+ branches in 16 states and one Union Territory and has served over 50 lakh customers. They offer various products tailored to customers' needs, such as income generation, healthcare, education, home improvement, and sanitation.

Challenges Faced

Initial Situation

Due to their inherent nature of operating in India's remote tier V and VI cities, they encountered challenges in cross-selling insurance products. The lack of reliable Internet infrastructure in these areas posed significant hurdles, compelling Relationship Managers (RMs) to rely on manual processes and making it difficult to scale the business effectively.

Major Roadblocks

Slow customer digital onboarding, leading to a low conversion ratio.

Manual processes led to errors, particularly in data validation and reconciliation across departments.

Cross-selling additional products was difficult due to a fragmented customer journey.

High costs from cumbersome processes resulted in low customer engagement and operational inefficiencies.

They faced challenges in tracking and tagging cash payments, which made managing transactions less efficient.

ZOPPER'S SOLUTIONS

Zopper developed a unique digital insurance platform designed explicitly for low-connectivity regions to address these issues for bettering customer experiences. Key features included:

Offline Functionality
RMs could now operate without internet access, as data caching allowed automatic syncing once connectivity was restored.

End-to-End Automation
Everything was automated, from onboarding to policy issuance, making the process faster and more reliable.

Seamless User Experience
The platform, with integrated tools for RMs and a robust tech back-bone, ensured smooth operations even in remote areas.

Cash Payment Tracking
Zopper introduced a voucher creation system for cash payments, allowing them to track and manage all cash transactions seamlessly.

Zopper's Approach

Implementing ZIMS

Zopper Insurance Management System (ZIMS) was deployed across the MFI's network, ensuring that their cross-sell journeys were fully automated and error-free even in regions of low internet connectivity.

The platform's offline onboarding capability was crucial for enabling seamless operations in low-connectivity regions. Data synchronisation ensured that no information was lost once connectivity was restored.

To further improve accuracy and compliance, the system incorporated maker-checker workflows, enhancing the security of the onboarding process.

IMPACT

0% Errors
Eliminated form-filing errors through seamless database integrations

25% ↑
Boosted funnel maturity

7K+ DRR
Enabled them to reach a daily run rate (DRR) of 7K+ policy issuance

Better Payment Tracking
New voucher system improved the tracking of 70% of cash payments

Cross-selling Success
Equipped them to monitor hospicash cross-sell activities across 1300+ Kendras and Kendra managers

Days to Minutes
Reduced policy issuance time to minutes through UPI payments and direct insurer integrations

Future Trajectory

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Collaborating with one of India's foremost microfinance institutions allowed us to solve a deeply operational challenge with precision. Enabling thousands of policy issuances each day, while easing the load on ground teams, was a quiet validation of how simple, reliable tech can transform scale into a default.

Surjendu Kuila
Co-founder & CEO

About Zopper

Zopper blends insurance and technology to deliver tailored, end-to-end solutions, partnering with top insurers to streamline distribution and provide comprehensive technical and customer support across sectors.

We look forward to partnering with you!

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