![nest Innovative Solutions logo]

We research and apply emerging technologies to deliver business benefits for our customers.

Macaw© Business Solution

Macaw© is an insurance platform consisting of more than thirty different components, built over open-source and community-edition platforms. These components are linked together to generate different business solutions for specific insurance industry requirements. **Macaw©** is implemented by several insurance providers in Indian sub-continent, Gulf Council of Countries and United States of America.

Macaw© supports end to end requirements for Insurers and their distribution channels: agents, brokers and financial institutions: one could utilize different components and functions for website, social media presence, marketing, lead management, rating, sales, customer service, claims tracking and commissions.

- Prospective customers and policyholders can execute a comprehensive range of self-service functions 24X7, from web as well as from mobile phones. Different markets / carriers / products can be accessed.
- Intermediaries and Insurer Staff can manage the customer relationships from their portals, and sell.
- Management can get a comprehensive analytics in the form of dashboards.

Macaw© is designed in the context of "digital" enablement; it offers multi-channel, multi-device, anytime-anywhere capability for selling and servicing, with a centralized and rule-based control structure.

Customer Experience: **USA based MGA using Macaw©**

Nest Innovate Solutions has a great mix of insurance industry knowledge, technology, project management and ability to implement change quickly that made vendor selection a very simple process for our MGA. They are not only a technology vendor, but a business partner.

Macaw© Business Solution for Intermediaries: what's special?

Macaw© improves reach, speed to market and productivity.

- Sales and servicing cycles can be initiated and serviced from a multitude of mechanisms, ranging from system inputs by prospects and sales / service personnel in web based screens, mobile apps, emails as well as social media messages. All of these can be tracked at one place, all of these can be acted upon in a similar manner using multi-function technicians, and all of these can be audited to the same level of granularity.
- Every business transaction is done only once, and with automated routing/qualification/validation being in place, there is no need to depend upon manual intervention except for the pre-defined exits around the referrals and approvals e.g. at the time of checking the claim experience for submitted loss runs.
- It is easy and simple to introduce new products, new brokers, new rates and new business rules for key processes like underwriting and credit control.

Macaw© focuses on the marketing-presales-sales cycle.

- While selling, managing the leads and opportunities efficiently is always a priority. There is always a race towards higher qualification ratio, lower cost per sale, and higher renewals / persistency.
- One can upload leads and opportunities from any source, and can dig within existing customer base and old lead information to find out opportunities with customized criteria. One can do the campaigns, and can track the developing accounts with the help of automated operational analytics.
- There is no time-loss due to integration of multiple platforms facing the customers and producers.
- Automatic identification, qualification and allocation of opportunities to sales persons add towards the overall efficiency of the sales process.
- Ability to maintain every document and notes in the CRM, ability to integrate eSignature facilities, address verification facilities and comprehensive rule-based underwriting criteria ensures that there is hardly a decision made based on paper.

Macaw© delivers flexibility.

- Distributors often need a piece of the tool, and not the whole tool-set with all bells and whistles. The business solutions satisfy this need; if one has the Core Insurance in place, and only want to add a rater, one can use only that; if one has everything, and only wants to enable the Customer self-service, only that part of the solution can be chosen; same paradigm is facilitated for products, users and so on.
- Integration across other platforms (home-grown or 3rd party) that may be in use can be addressed easily.
- Regular and optional upgrades in the product roadmap allows the much-needed guarantee against technology obsolescence; in 2016-17, **Macaw©** has several planned upgrades viz. ability to produce interactive videos as sales tools, and ability of doing the automated email marketing within the platform.

Contact us at info@nest-is.com
Visit us at www.nest-is.com

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