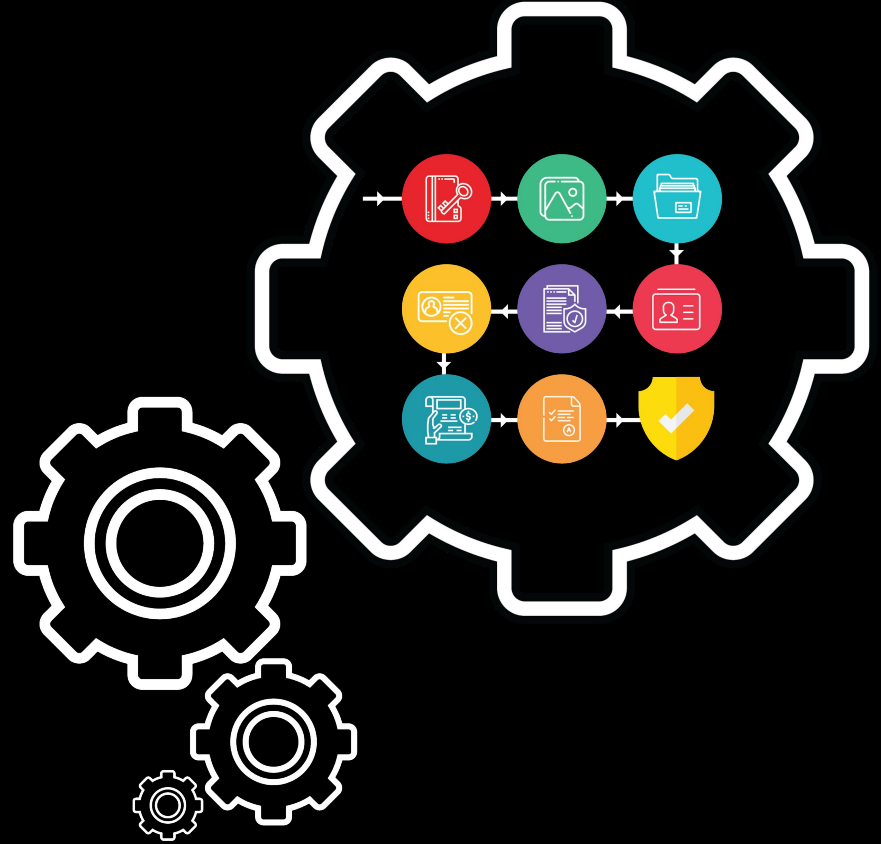




FLOWMAGIC Visual **AI Platform** for Insurer Workflows





About Us

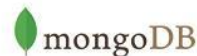
- ◆ AI-First Products and Solutions for the Digital Insurer
- ◆ Real World Problem Solving using Artificial Intelligence and Customer Experience Consulting

100+
PROJECTS

150+
GEEKS

03
OFFICES

Key Partnerships





OUR AI CAPABILITIES

- Buying Patterns Discovery for World's Leading Fashion Brand
- Financial Advisory Bot for the Boutique Wall street Firm
- AI Computer Vision & Image Processing Based Stroke Detection
- Drawing insights from Capital Markets Transactions

Wysa

Mental Health Therapy Bot

Insurance Specific AI-enabled
Chatbot Solution

Hitee

**Customer
Journey
Profiler**

AI-powered solution for
Cross Mapping User's Behavior

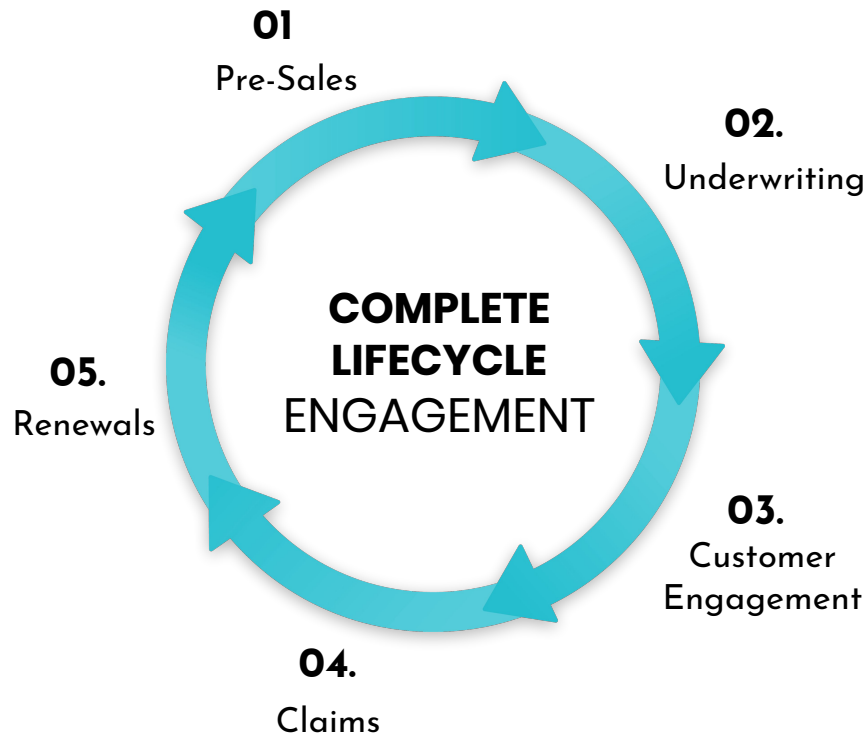
EXPERIENCE IN INSURANCE INDUSTRY



Major Clients:



THE REAL LIFE
COMPANY



First Insurance Client: 2016



KEY PROBLEMS FACED BY INSURERS

IN DEPLOYING AI ACROSS THE ENTERPRISE

01

Piecemeal application of AI

02

Costly Integration

03

Rigid Solutions

04

Poor Visibility into the processes

05

Infra issues



CURRENT **INDUSTRY SOLUTIONS**

Optical Character Recognition

(OCR) tools fails miserably
with handwritten
text.

Cost of RPA Adoption remains a barrier

Intelligent Character Recognition

tools are not trained
specifically on Insurance
Data.

Cost of RPA Adoption remains a barrier



AI GETS HOLED UP IN SILOS

OF GLOBAL ENTERPRISES –

<50%

have deployed an "intelligent automation technology"
– such as **AI and RPA**

> 2/3rds

have difficulty integrating
people, process and AI

> 50%

identify **siloeed deployments** &
overwhelmed **internal app dev teams** – as long-term issues

31%

Identified **Getting AI into production**
and **into live services** as the single biggest factor



THE FIX

- ✓ An **Intelligent Platform** built for Silos.
AI enriched models removes the ceiling cap on Collaboration.
- ✓ A Platform designed for **scale**.
Remove manual dependency, Report errors and Handle higher volumes.
- ✓ A Platform that uses Powerful & Simple **Visual** Tools.
Lessen the learning curve to start creating from day one.
- ✓ A Solution that transforms **business automation**.
Kickstart operationalization with lower overheads and a Vendor-Neutral Platform.



A NEW PLATFORM

FLOWMAGIC

Automate tomorrow.



What's **FLOWMAGIC**

It is a Visual AI Platform for Insurer Workflows,
that keeps your business automated with decision-ready insights.

— FEATURES

- **Intuitive Visual Platform.**
- **AI powered applications.**
- **Easy Drag and drop** for customizable workflows.
- **Jobs executed and monitored** directly from the platform.
- **Visual monitoring** of job status and notifications for success/failure.
- Output can be **downloaded and evaluated** within the platform.
- All this with **Zero Coding**.

FLOWMAGIC's DASHBOARD



FLOWMAGIC

DashboardWorkspaceWorkflowsJobs

Search

Search Apps

Upload App

Select Category

All Apps

System AppsUser Apps

Customer Segmentation

Policy Recommendation

Rating Decision

Case Classification

Questionnaire Analyzer

Fraud Checker

Claim Classification

Data Capture

Underwriting Case Classification

Create New Workflow

Classifies applications into the following categories: Approved on a preferred basis, approved on a standard basis, approved on a sub-standard basis, rejected

```
graph LR; DC[Document Classifier] --> PS[Page Sorter]; PS --> FA[Form Analyzer]; PS --> IC[ID Check]; PS --> ARC[Agent Report Check]; PS --> AC[Authorization Check]; PS --> MRC[Medical Report Check]; FA --> RMI[Request Missing Info]; IC --> RMI; ARC --> RMI; AC --> RMI; MRC --> RMI; RMI --> CC[Case Classification]
```

Save Workflow

Case Classification

Classifies an underwriting application into four categories (preferred, standard, sub-standard, rejected)

App Tag

Underwriting

App Type

Underwriting App

Path / URL

http://www.example.com/

Save Changes

Delete App



FLOWMAGIC'S **IN-BUILT AI APPS**

Document Classifier

Discharge
Summary Reader

Form
Data Extractor

Govt ID Reader

Invoice Analyzer

Aadhar Masking

Marksheet Reader

Choose from
50+ apps

**GET
REAL-TIME
RESULTS**



Increased Data Driven Process



Increased Customer Satisfaction



Increased Workforce Productivity



Increased Visibility

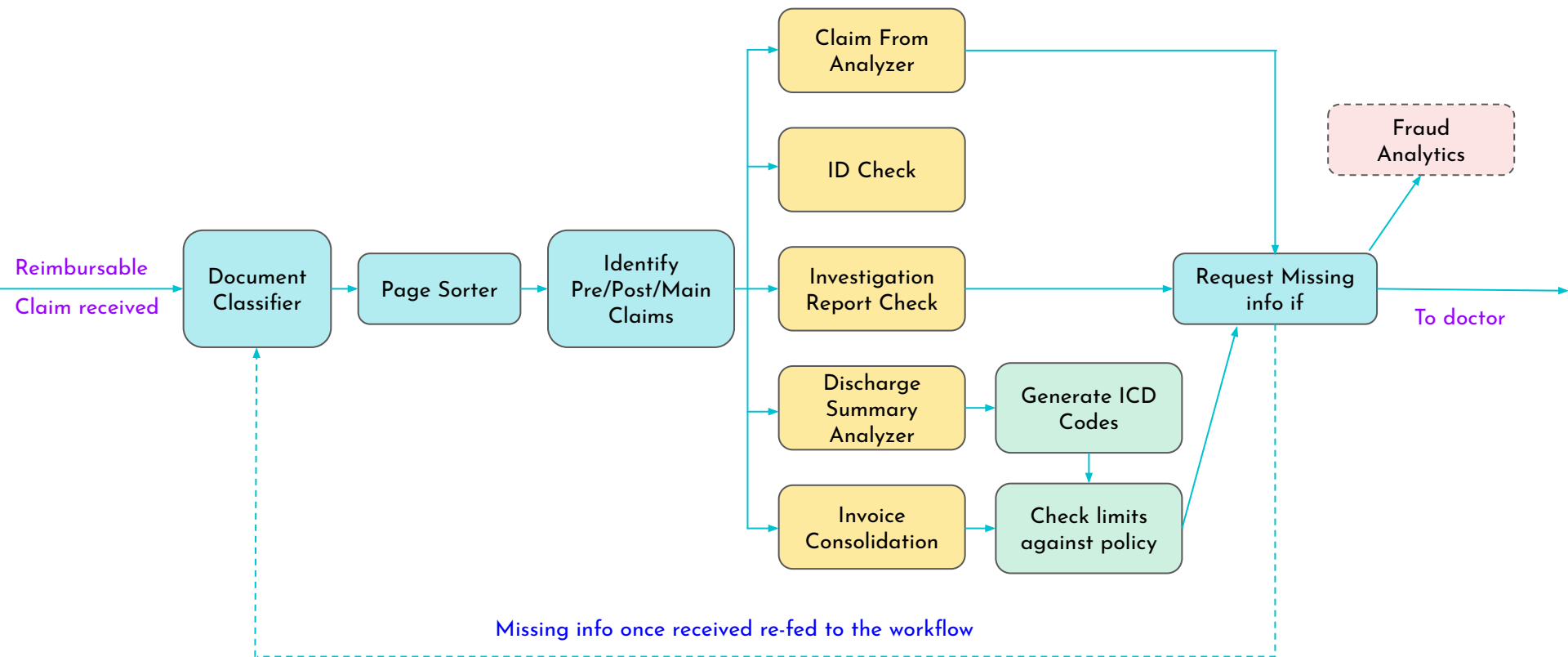


FLOWMAGIC'S **BENEFITS**

- 1 Creation of complex workflows, easy and quick deployment with **drag and drop** functionality.
- 2 **AI** makes the organization **nimble** – since changing a process is extremely easy.
- 3 **Workforce productivity** increases with workflow automation.
- 4 Increased **visibility** due to real time job monitoring.
- 5 Encourages automation by **making experimentation convenient** and accessible to the end user.
- 6 **Increased customer satisfaction** due to lesser turn around times in application/claims processing.
- 7 Move towards a **data/process driven organization**.



CLAIMS WORKFLOW EXAMPLE



SOUND US OUT
for a personalised
product demo,
today.



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