

Intense Technologies Recognized as a Luminary Solution in Celent CCM: Global Insurance Report 2024

Celent Names Intense Technologies a Luminary in Customer Communication Management



Hyderabad, Telangana Sep 20, 2024 ([Issuewire.com](https://www.issuewire.com)) - Intense Technologies Limited, a global IP-enabled Platforms and Services company has been recognized as a Luminary Solution by Celent, for UniServe™ CCM in the Global Insurance Report 2024. Celent's Technical Capability Matrix ranked UniServe™ CCM based on the sophistication and breadth of its technology and functionality in the insurance space, due to its exceptional capabilities in Customer Communication Management.

On this occasion, Fabio Sarrico, EMEAL Insurance Analyst at Celent said: *"We are pleased to recognize Intense Technologies' "UniServe CCM" as a Luminary solution in our CCM Global Insurance report. Being designated as a Luminary solution signifies that UniServe™CCM excels in terms of functionality and technology in Celent's evaluation, making it a compelling choice for insurers seeking a CCM solution in the market."*

The Celent report highlights how Intense Technologies solutions have advanced capabilities, including:

- **Document and Communication Delivery:** Generate documents in multiple print streams, distribute communications through diverse channels, and manage documents via Robo Advisors, Chatbots, and more. Easily create, scan, search, and retrieve communications.
- **Communication Data and Analytics:** Extract and analyze data from multiple sources and channels, leveraging predictive analytics for smarter decision-making in marketing campaigns and ad-hoc communications.
- **SaaS Capabilities:** Over 80% of the system is built on microservices, supporting multi-tenant architecture with elastic deployment approaches.
- **AI Integration:** Seamless integration of AI, including machine learning, image recognition, Generative AI, LLMs, and more.

UniServe™ Customer Communication Management Platform enables Enterprises to boost revenue margins, create hyper-personalized and contextual interactions, and meet critical governance requirements. By utilizing an omni-channel engagement and an AI-driven analytics engine, the platform helps businesses scale their communication engine by using data-driven insights to identify improvement opportunities and effectively navigate their communication landscape. The platform facilitates communication through multiple channels to reach customers at the right place and time. With centralized communications, businesses are able to improve operational efficiency, ensure 100% regulatory compliance, and enable seamless customer journeys.

On this occasion, Mr. C.K. Shastri, Chairman and Managing Director of Intense Technologies, said,

"Intense Technologies has achieved a remarkable status of being a Luminary in Celent's market report for proactive customer communication management. Our innovative technology, expansive functionality, and integrated ecosystem have been instrumental in driving transformative impact across industries. This recognition fuels our long-standing vision and mission to help global Enterprises transform their communication processes to improve operational efficiency while building long-lasting customer journeys. We are excited to continue leading the way in creating impactful change."

With more than 50% market share in the banking, insurance, and telecom verticals in India, the Middle East, and the UK, Intense's technology solutions are trusted by global Fortune 500 companies in BFSI and Telecom sectors. Highly scalable enterprise-grade solutions developed by Intense Technologies help save significant costs, increase revenues, and improve customer experience. In recent times, the company has helped a large private bank in India achieve three-digit Crore savings in a year, improved their customer experience, and ensured adherence to statutory compliances using our Centralized Communication Governance Platform.

Get a complimentary copy of Celent's CCM Market Research Report [here](#).

About Intense Technologies

Intense Technologies Limited is a global Enterprise Platform and Tech-enabled services company, headquartered in India with sales offices in the USA, UK, and UAE. With over three decades of experience and 70+ global implementations, we specialize in industries across Banking, Financial Services, Insurance, Education, and Energy & Utilities, including leading the baton in e-governance projects in South Asia; we play a crucial role in contributing to the success of marquee Enterprise clients in their digital transformation journeys.

We serve customers across 4 continents, processing over 25 billion USD worth of client revenue data, and have a 500 million subscriber base across our engagements. We are all about cultivating strong relationships, be it Fortune 500 customers or top-tier global partners to deliver long-term business impact. Delivering agility at a global scale – we continue to empower Enterprises with our best-in-class IP-enabled Services to achieve their digital-first goals.

Intense Technologies: BSE: 532326; ISIN: INE781A01025; Bloomberg: INTEC IN

About Celent

For over 20 years, Celent has helped senior executives make confident decisions around their technology strategies to execute at scale.

As the financial services industry rapidly evolves, there is more complexity, with new regulations, startups, technologies, and applications to stay on top of and prioritize. Celent helps you connect this ever-changing puzzle. We offer objective advice and clarity, backed by a database of thousands of solutions and award-winning global best practice use cases. With real-life domain expertise, we also guide you through the maze of emerging tech in the pursuit of value.

Our people, data, insights, and relationships form the foundation for you to use Celent to make confident technology decisions in financial services.

We are part of the Oliver Wyman Group, a wholly-owned operating unit of Marsh & McLennan [NYSE: MMC].

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