

## THE IMPACT OF DIGITAL TRANSFORMATION ON CONSUMER-CENTRIC SERVICES: A STUDY OF BAJAJ ALLIANZ

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### ABSTRACT

This study explores the impact of digital transformation on consumer-centric services in the insurance sector, with a focus on Bajaj Allianz General Insurance. It examines the influence of digital tools on customer experience, operational efficiency, and service delivery. Data was collected from 100 respondents in Chennai using a descriptive research design. Analytical tools like percentage analysis and Chi-square tests were used to assess customer satisfaction and digital service usage. The findings emphasize the increasing importance of technology in improving insurance services and customer engagement.

### KEYWORDS

Digital Transformation, Consumer-Centric Services, Insurance, Bajaj Allianz, Customer Satisfaction, Technological Innovation, India, Digital Tools, Omni-channel, AI, Insurtech

### INTRODUCTION

The digital era has fundamentally changed how businesses operate and how consumers interact with brands. In the insurance industry, digital transformation has redefined the delivery of services, offering enhanced customer experiences through apps, chatbots, data analytics, and self-service portals. This study examines how Bajaj Allianz, one of India's leading insurers, has leveraged digital technologies to improve consumer-centric services. It also evaluates consumer behavior shifts driven by digital initiatives and explores the benefits and challenges experienced in this transformation.

## OBJECTIVE OF THE STUDY

- To analyze the effects of digital transformation on the delivery and efficiency of consumer-centric insurance services at Bajaj Allianz.
- To assess customer satisfaction levels pre-and post-digital initiatives.
- To identify key digital tools and platforms implemented by Bajaj Allianz.
- To evaluate the challenges faced during the digital transformation process.
- To provide recommendations for enhancing digital strategies to better serve consumers.

## SCOPE OF THE STUDY

- Focused on Bajaj Allianz operations within India, particularly in Chennai.
- Covers multiple insurance products including health, motor, home, and travel insurance.
- Evaluates digital tools such as mobile applications, AI-driven bots, and data analytics.
- Reviews initiatives implemented over the past five years.

## NEED FOR THE STUDY

India's insurance market, though expansive, shows under-penetration. With a large middle-class population, digital transformation can bridge accessibility gaps. Consumers increasingly expect convenience, speed, and personalization—demands that digital channels can meet efficiently. This study assesses the effectiveness of these digital advancements in enhancing customer satisfaction and improving service delivery.

## REVIEW OF LITERATURE

Studies have shown that digitalization improves operational efficiency, customer engagement, and brand loyalty (Singh & Sarangi, 2020; Sehgal & Soni, 2024). Bajaj Allianz has been recognized for its innovative digital practices including AI-based claim processing and mobile self-service platforms. Literature emphasizes the role of user-friendly platforms, real-time support, and personalization in achieving higher customer satisfaction and operational agility.

## RESEARCH DESIGN

Type: Descriptive Research Design

Methodology: Quantitative approach using structured questionnaires

Sampling Technique: Non-probability (Convenience Sampling)

Sample Size: 100 respondents

Area of Study: Chennai, India

## SOURCE OF DATA

Primary Data: Collected via Google Forms from 100 Bajaj Allianz customers

Secondary Data: Books, journals, online articles, Bajaj Allianz official sources

## HYPOTHESIS

### Hypothesis 1:

(H01) – There is no significant difference in age and type of insurance choose by respondent.

## ONE-WAY ANOVA TEST

VARIABLES	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	5.186	8	.648	.954	.477
Within Groups	63.863	94	.679		
Total	69.049	102			

## INTERPRETAION

The ANOVA results show an F-value of 0.954 and a p-value of 0.477, indicating low variance between age groups in relation to the type of insurance chosen. Since the p-value is greater than 0.05, the results are not statistically significant. Therefore, age does not have a significant impact on the type of insurance selected by respondents.

**Hypothesis 2:**

(H1) – There is a significant difference in benefits of Bajaj Allianz by Gender.

**INDEPENDENT SAMPLES TEST**

variable	f	sig.	df	sig. (2-tailed)	std.error difference
Equal variances assumed	.350	.556	99	.024	.234
Equal variances not assumed	.350	.556	98.947	.024	.234

**INTERPRETAION**

The Independent Samples T-Test shows a Levene’s Test value of 0.556, indicating equal variances can be assumed. The t-test significance value (2-tailed) is 0.024, which is below 0.05, indicating a statistically significant difference between the group means. Thus, there is a significant difference in the perceived benefit of using Bajaj Insurance between the two groups.

**FINDINGS**

- 68% of respondents are aware of Bajaj Allianz’s digital transformation initiatives.
- 73% of users are from the 18–25 age group, showing higher adoption among youth.
- Majority found digital tools easy to use, with “user-friendliness” being the most valued feature.
- Chatbots and mobile apps were the most preferred channels for resolving issues.
- Respondents experienced benefits such as fast service (36%), convenience (42%), and transparency (22%).
- Challenges included app navigation issues and occasional lack of personalized support.

## SUGGESTIONS

- Enhance mobile app interface for better user experience across age groups.
- Expand awareness campaigns targeting semi-urban and rural populations.
- Improve AI-personalized services based on user behavior and history.
- Provide multilingual support to increase accessibility.

## CONCLUSION

Digital transformation at Bajaj Allianz has significantly improved customer satisfaction and service delivery. The use of digital tools has enabled faster transactions, enhanced transparency, and improved user engagement. However, continuous improvements in personalization and outreach are necessary to ensure inclusivity and higher adoption across demographics. The study confirms that digital transformation plays a vital role in shaping modern consumer experiences in the insurance sector.

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