Genpact Launches Genpact RapidReplace with Amazon Business to Transform Personal Property Contents Claims

AI-powered fulfillment solution accelerates property claims settlement time from weeks to days, enhancing customer experience

NEW YORK, June 17, 2025 /PRNewswire/ -- Genpact (NYSE: G), a global advanced technology services and solutions company, today announced the launch of Genpact RapidReplace to transform personal property contents claims processing. This generative AI-powered solution streamlines the fulfillment process to enable straight-through processing (STP) and rapid goods replacement through Amazon Business for a better customer experience.

"When individuals lose belongings to fires, floods, or theft, they expect immediate and accurate claims resolution," said **Adil Ilyas, Global Business Leader for Insurance at Genpact**. "Through our collaboration with Amazon Business, we're bringing a simple and convenient customer experience to claims management. Genpact RapidReplace combines gen AI, digital platforms, and process expertise to reduce manual tasks, improve cycle times, and deliver superior outcomes to customers in need. This is the new era of claims resolution: faster, smarter, and more efficient."

Traditional property contents fulfillment is often slowed down by manual reviews, increasing costs for insurers and leading to potential claims leakage and customer dissatisfaction. In fact, a recent Genpact study found that 48% of US adult respondents have struggled with insurance claims, including one in five reporting dissatisfaction with the length of time for claims processing.

Genpact RapidReplace helps improve this process, reducing fulfillment time from up to 12 days to three days or less. The solution leverages data extraction and generative AI to compile a list of damaged or lost items and match them with like-kind-and-quality (LKQ) replacements faster than ever. Genpact RapidReplace integration with Amazon Business further enhances efficiency by utilizing Amazon Business' powerful search tools to identify LKQ replacements and global logistics network to enable fast delivery to policyholders.

Key benefits of Genpact RapidReplace:

- Drastically reduces settlement time
- Improves customer experience with quick and accurate replacement of items via Amazon Business' fast, flexible delivery
- Drives cost efficiency through automation and well-established procurement processes

"Genpact RapidReplace demonstrates how Amazon Business and Genpact are driving innovation in the insurance industry," said **Stephanie Lang, Director, Amazon Business**. "By automating the property loss replacement process, from inventory to settlement, this solution is transformative for insurers looking to deliver a swift and seamless claims process for adjusters and customers."

Genpact RapidReplace is the latest innovation in Genpact Claims Manager, an end-to-end claims servicing platform that orchestrates claim setup, segmentation, and fulfillment. Genpact previously announced a collaboration with Amazon Web Services (AWS), utilizing Amazon Bedrock's generative AI capabilities to enhance property contents inventory creation and LKQ pricing. By reducing adjusters' investigation time by up to 75%, the pricing capabilities within Genpact Claims Manager are already delivering substantial value to enterprise

clients.

For more information about Genpact's work in the insurance industry, visit this overview on genpact.com.

About Genpact

Genpact (NYSE: G) is an advanced technology services and solutions company that delivers lasting value for leading enterprises globally. Through our deep business knowledge, operational excellence, and cutting-edge solutions – we help companies across industries get ahead and stay ahead. Powered by curiosity, courage, and innovation, our teams implement data, technology, and AI to create tomorrow, today.

Get to know us at genpact.com and on LinkedIn, X, YouTube, and Facebook.

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