

# 10% Increase In Market Share Through Customer, Advisor, Employee Portal

*A virtual office for all user communities allowing a unified view and seamless access to applications & information at the click of a button*

## CLIENT

One of India's leading Life Insurance Providers, this company ranks among the top 3 private sector financial services and banking companies in terms of net worth.

## CHALLENGE

The Company, as with all Life Insurance Companies was faced with the problem of information dissemination to multiple user communities such as customers, advisors, employees and alternate channels. They recognized the need for their customers and advisors to have real time

access and information availability, while their employees needed to be in control so that they could oversee transactions and manage risks. The company needed a solution where they could reach out to all users while providing an enhanced user experience, ensuring ease

of access and flexibility in functionality. The problem was further complicated when the company realized that an individual could belong to multiple communities (for e.g., an employee or advisor could also be a customer) but would not want to log in to multiple applications for information.

## SOLUTION

MindCraft conceptualized and designed the solution template for developing a Virtual Office that would cater to all user communities, i.e., Customers, Advisors and Employees. The solution was designed on the WebSphere Portal Server Stack.

All information was drawn from an Operational Data Store (ODS) being populated by various core insurance systems. This ensured that the OLTP systems were not burdened by reports and customer queries. The ODS

system was also used as a reporting engine to provide timely information to the management for critical business decisions.

The users received a unified view of all data based on roles and responsibilities and also for overlapping roles with a Single Sign On. This self-service engine even provided for business alerts and email integration. Various portal functionalities like content document management, collaboration etc. were bundled as part of the solution.

## TECHNOLOGY STACK


- ✓ IBM WebSphere Portal
- ✓ IBM MQ
- ✓ WebSphere Message Queue
- ✓ WebSphere DataStage
- ✓ AIX
- ✓ Tivoli Directory Server
- ✓ DB2
- ✓ DB2 Alphabox


## BENEFITS

 10% increase in market share


 Savings of up to Rs. 50 Million

 Automatic system updates


 Online access to customer information

 Reduced time to provide new products

 Increased sales

 Improved information access

 Improved customer service

 Increased internal efficiencies

## FEATURES



- SOA based designs template
- Integration with Core Life Insurance Systems
- Ability to build and deploy application & services faster
- Reduced back-office staff and administration costs
- Lower data warehouse implementation and maintenance costs
- Reduced need for direct access to overloaded transactional systems
- Increased customer retention through enhanced collaboration and learning
- Expansion of market share and ability to move into new market segments
- Creation of opportunity for cross selling of products
- Increased productivity with easier access to information
- Simplicity and flexibility for online transactions
- Support for multiple user communities
- Combined source of data in a standardized format for query and reporting use
- Single Sign on and identity for overlapping roles
- Self Service engine
- Web Content Approval Engine
- Integration with SMS engine for Alerts and Email
- Reporting tools to highlight details like market share, premium and claims, sales & redemption & overall business performance
- Dashboards and reporting engine
- Control risk, ensure governance and audit

## CONCLUSION

The client wanted to provide real time information access to its various stakeholders. MindCraft developed a virtual office on WebSphere. The client was able to save substantially on money and time through this solution. It also saw an increase in sales, customer service and improved access to information.

# MindCraft

MindCraft is a Software Services, & Solutions organization that helps customers get competitive edge through technology services like Digital Transformation, Business Insights, DevOps, Cloud and Middleware services. We possess unparalleled technical skills in niche technologies and abundant experience across Banking, Insurance & Financial Services industries. Established in 2002, we are a team of over 650 across India, Singapore, USA, and Canada.



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