

Omni-Channel Cx Platform for a Leading Insurance Solutions Provider



ATTENTION. ALWAYS.



aspire 
SYSTEMS
attention. always.

THE CUSTOMER

A leading UK based insurance software provider. Headquartered in UK, they have offices spanning the globe and some of the world's largest brands as their customers.



THE CHALLENGE



Faced with rapidly-changing customer expectations in the insurance industry, they needed to create an omni-channel solution for their client.

The following are the challenges that their end customer faced:

- 1 Use of a traditional portal led to inferior quality of user experience
- 2 Lack of consistency in communications across touchpoints & devices
- 3 Self-service capability was nil

THE SOLUTION



An omni-channel user interface capable of handling new engagement models was developed

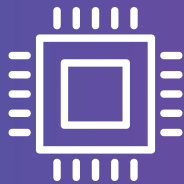


Their customer portal was reinvented using edgeConnect- a UXP (User Experience Platform). An omni-channel user interface capable of handling new engagement models was developed.

The following are its features:

- 1 Responsive web pages with device-aware and user-aware layout.
- 2 Dynamic & personalized content, resulting in contextualization of user experiences.
- 3 Improvised interaction on their Quote-to-Buy feature to ensure prompt response to users requesting quotes.
- 4 Also provided technical support for their long standing issues in development & deployment.

TECHNOLOGY SNAPSHOT



UI development

edgeConnect 5.4

Server

WebSphere 8.2 and Apache Tomcat (latest version) for local development

Development methodology

Agile

Unit Testing Tool

Soap UI (latest version) for service testing

Agile Tool

VersionOne

RESULTS



Provided compelling, device-agnostic user experience

Ensured consistency in brand experience and greater user-centricity





Accelerated development reduced costs by 40%

Minimum effort required towards portal maintenance, thereby resulting in reduced TCO.



Highly scalable portal providing the ability to handle fluctuating user loads without creating unacceptable response times

Faster customer onboarding with improved quality of interaction.



Increased operational efficiencies due to higher reliance on automation and self-service.

Faster time to market with re-usable components.



FUTURE IMPACT



Aspire's solution would address the end customer's cost and resource challenges in maintaining multiple mobile and web applications for their large product portfolio. This would be a key driver for competitive advantages in the long run.

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ABOUT ASPIRE

Aspire Systems is a global technology services firm serving as a trusted technology partner for our customers. We work with some of the world's most innovative enterprises and independent software vendors, helping them leverage technology and outsourcing in our specific areas of expertise. Our core philosophy of "Attention. Always." communicates our belief in lavishing care and attention on our customer and employees.

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