Getting Efficient with HTC's Enterprise Mobility

A Leading Insurance Company in Middle East

The Client is a leading insurance company in Middle East that offers access to an integrated spectrum of services that include Life, Medical and General Insurance policies.

Project/Service Category

Enterprise Mobility

Technology

- PhoneGap hybrid framework

Benefits

- Improved operational efficiency with availability of instant quote and view of pre-approvals and other statuses
- Time and effort saving solution allowing creation of new insurance claims through mobile devices on the go
- Stakeholder empowerment with an effective application for brokers, clients and members in the ecosystem
- Standardized business process with efficient workflows and reduced anomalies
- Express claims processing leading to better customer satisfaction

Background

The Client uses web portal based solution to manage Life, Automobile & Home insurance reimbursement. The web portal is used by customers, agents, associates and vendors. The client faced the following challenges with the web portal:

- Losing business to competitors due to delayed reimbursement
- Unavailability of instant quote
- Limited claims per day leading to dissatisfied customer
- No in-built Workflow
- Managing Business Process Anomalies

Hence the client decided to mobile-enable the online application to all the members, clients and brokers of the eco system to improve the turn-around time for quicker decision making and improve process efficiency.

Solution

HTC designed and developed a mobile application that enables customers to take photos/videos, capture evidences, narrate incidents in graphical formats, get customer signatures in device, generate pdfs, and email the documents. Workflows, change in schemes, change in policies and renewal alerts are pushed to user devices automatically. Multilingual and localization capability was incorporated in the application as it will be used in multiple geographical locations. Any new changes in the application functionality are notified to user and will perform the automatic download. The application also provided value added services to customers in finding nearest services like Gas stations, ATMs, Agents, and Restaurants etc. and facilitates with guides such as "How to change flat tires".

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