SELF-SERVICE PLATFORM FOR FASTER TIME-TO-MARKET AND ENHANCED CUSTOMER SATISFACTION

Infosys helped a leading global insurance and reinsurance brokerage firm, design and develop a web-integrated, product-agnostic platform that would standardize self-service implementation across all their products. The self-service platform now integrates with three policy management systems and provides the client with an integrated view of all customer policies, thus accelerating time-to-market and providing effective service for increased customer satisfaction.

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Client Details

Based in the United Kingdom, the client is a global provider of comprehensive insurance services that span three major segments: risk management, insurance and reinsurance brokerage, human resources solutions and outsourcing services. The client has a large employee base working in over 100 countries delivering a broad range of risk and brokerage solutions including outsourcing and advisory services.

Business Context

The market-leading insurer needed to enhance customer satisfaction even as it lowered operating costs. To attain these objectives, they were looking to provide self-service capabilities to customers for professional liability, life and healthcare products through a robust and responsive solution.

The company embarked on an initiative to engineer a highly configurable and agile web- transaction platform that facilitated self-service and enabled them to launch products with faster time-to-market. The solution aimed to provide customers a comprehensive view of all policies and allow business users the capability to manage business rules and graphical components to control site behaviour and alter user interface, respectively.

To this end, providing a user-friendly graphical interface with improved navigation and seamless integration with multiple back-end policy management systems were the primary requirements. The solution was also required to provide real-time, secured transaction capabilities.
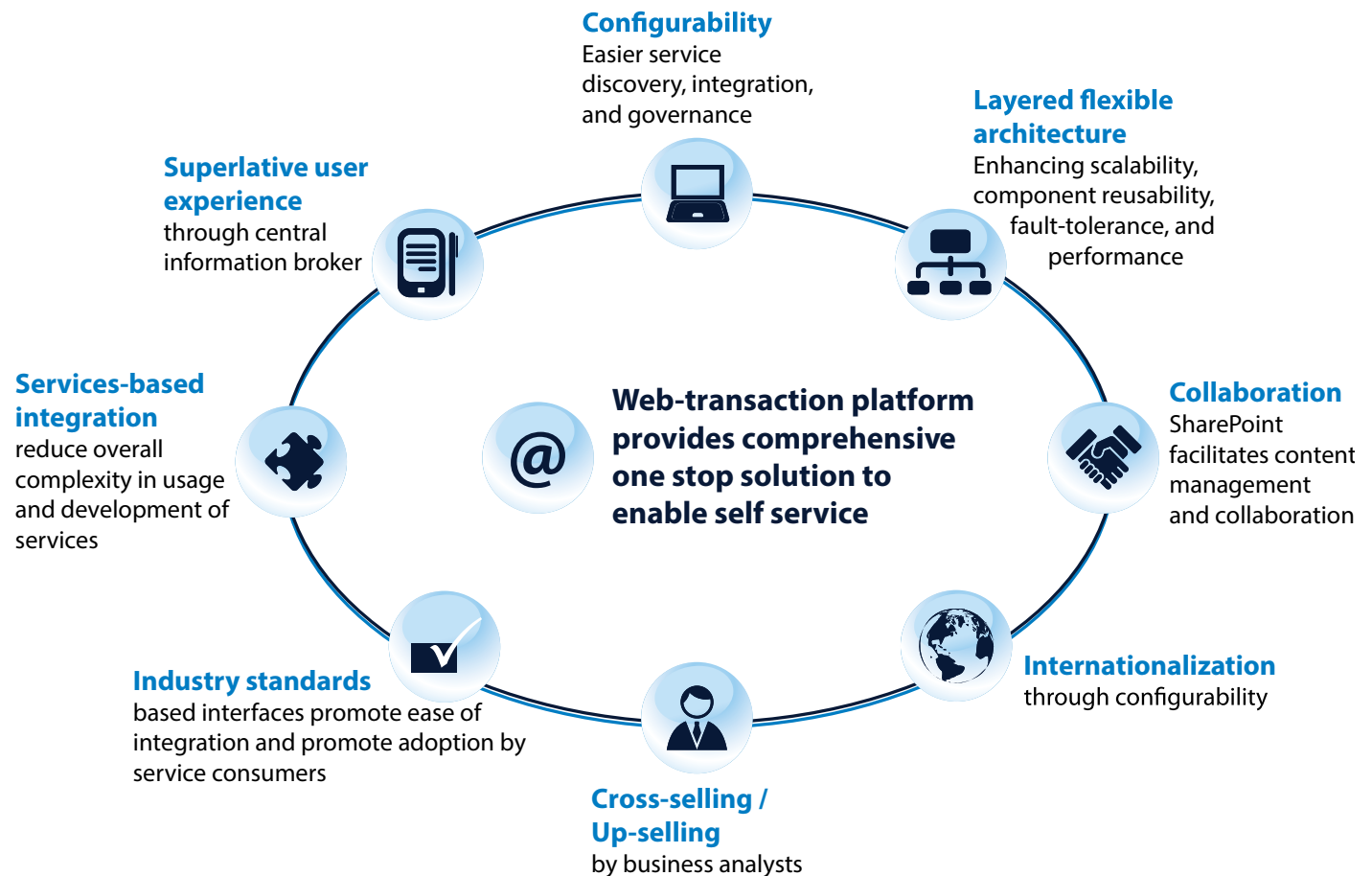
Infosys Solution

We met the challenge of fulfilling the client's expectations by developing a web-integrated platform leveraging Microsoft Office SharePoint Server (MOSS) 2007, BizTalk and .Net technologies.

In about 18 months, our experts designed and implemented a product-agnostic platform that standardizes self-service implementation across all client products.

It loosely couples service-oriented architecture (SoA) and BizTalk as the integration layer, facilitating seamless integration with multiple policy management systems.

The platform has two unique features. First, it is equipped with a predefined user interface for multiple components of the self-service portal like messages, field visibility, email messages, and business conditions. It provisions an interface for configuration, administration, and quick deployment of self-service sites. The other one-of-a-kind capability is the shell deployment provision, which creates a standard version of the self-service portal. The quick deploy system allows changes to be effected with ease and agility to a newly created shell that verifies and cross checks the configuration.

Testimony to the success of the platform, which has been live for two years, is that just in the last one year alone, there were over 75,000 new registrations and multi-million dollars of payments collected through the websites. Allowing the insurer to effectively address self-service requirements, our solution has delivered:

Configurability
Easier service discovery, integration, and governance

Layered flexible architecture
Enhancing scalability, component reusability, fault-tolerance, and performance

Superlative user experience
through central information broker

Services-based integration
reduce overall complexity in usage and development of services

Web-transaction platform provides comprehensive one stop solution to enable self service

Collaboration
SharePoint facilitates content management and collaboration

Industry standards
based interfaces promote ease of integration and promote adoption by service consumers

Internationalization
through configurability

Cross-selling / Up-selling
by business analysts

Client's Self-Service Web Platform

Benefits Delivered

Testimony to the success of the platform, which has been live for two years, is that just in the last one year alone, there were approximately 80,000 new registrations and $50 million worth of payments collected through the websites. Allowing the insurer to effectively address self-service requirements, our solution has delivered:

- **Faster time-to-market** – High configurability of the platform enables business analysts to configure content as well as screens to roll out a completely new site in just 10-12 weeks, as against the earlier time frame of 6-12 months.

- **Increased customer satisfaction** – The web self-service platform now integrates with three policy management systems and provides the client with an integrated view of all their policies for providing effective service. It is also integrated with various payment gateways and provides direct debit, automated clearing house (ACH), credit card, and premium financing payment options.

Challenges Encountered

Designing a system easy to use and complex in functionality

The system, while supposed to be churning out complex business applications, also had to be simple enough to operate for non-technical users. It demanded packing enough business knowledge to factor-in real-life implementations through just a simple configuration. The external facing application was also envisioned to handle large volume of transactions. To overcome these challenges, we adopted the following steps:

- Leveraging our MOSS Centre of Excellence (CoE), we involved key technical and domain experts to provide direction and support platform development

- Worked closely with business users, at each step of the project life cycle to demo the work in progress. This ensured we got early feedback and avoided any last minute surprises. It also enhanced client satisfaction levels

- While designing and reviewing the platform architecture, we factored in the high-level requirements of future products increasing its configurability

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