

## DIGITAL SELF-SERVICING APPLICATION FOR INSURANCE AGENTS

### CLIENT BACKGROUND

The client is a leading life insurance company in India. They provide their customers Long-Term Savings, Protection and Retirement Solutions, delivered by their high-quality Agency and Multi-Channel Distribution Partners.

### PROBLEM STATEMENT

The existing agent application had several issues:

- Less usage and adoption of the application due to poor user experience
- Performance issues as a result of high loading time
- No dashboard view to access customer information at one place

### APPROACH

The client approached Monocept because of our domain knowledge and proven expertise in delivering quality solutions for the insurance industry. After understanding the complete agent to customer interaction and journey, Monocept built a responsive application supporting multiple browsers and devices using Java and Node JS on AWS cloud.

The complete UI/UX was revamped. The agent to customer engagement was made stronger through an intuitive dashboard enabling the agents to track the customers information and activities.

### BENEFITS

- The new application reported an increase in the usage to 75% by the agents as compared to 15% for the old application.
- Cheque submission time reduced to 24 hours from 4 days.
- Agents can now reach out to their customers anytime through SMS and emails to send notifications, reminders and even birthday wishes.
- A graphical dashboard provided more actionable insights to the agents

**TO KNOW MORE DETAILS ABOUT  
THE PROJECT, TALK TO OUR EXPERT**

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TODAY**

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