monocept

REDUCED
THE LOADING TIME OF A
B2C PORTAL BY 70%

CLIENT BACKGROUND

The client is one of the largest private sector general insurance company in India offering insurance coverage for motor, health, travel, home, student travel and more. The client has issued over 26.5 million policies and settled over 1.6 million claims in 2019. The client leads the private sector players in the general insurance sector with a market share of 15.6% and has an overall industry market share of 8.5%.

PROBLEM STATEMENT

The client was facing performance issues in their B2C portal.

CHALLENGES

There were many components which caused the portal to load slowly:
• The portal was too image intensive.
• Leaks happening at multiple levels such as connection, code base, data tables, backend, connections etc.
• Issues with Logging Framework that increased the page loading time
• Performance review of Automatic Workload Repository (AWR)
• Validation of google ads
• Multiple ajax calls were being made in parallel

APPROACH

Monocept did a performance review of the portal and implemented the following:
• UI optimization of all the web pages: Recommendation for Caching were suggested for better UI optimization including CSS Sprites
• We moved all the images on the portal to cloud using a utility called Cloudinary
• The leaks happening at multiple locations were first identified at all locations. Most of the front end, back end leaks were plugged
• Recommendation for google ads load time was made and immediately implemented.
• Reduced the number of ajax calls being made to the database
• Changes in the logging framework was implemented which substantially reduced the page loading time

BENEFITS

• Page loading time reduced by 70%
• Google ads load time which originally increased the load time of the web page was reduced from 10.2 secs to 6.3 secs

TO KNOW MORE DETAILS ABOUT THE PROJECT, TALK TO OUR EXPERTS

**GET IN TOUCH
TODAY**
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