

DEVELOPMENT OF AN AGENT PORTAL WHICH INCREASED USAGE BY 70%

CLIENT BACKGROUND

The client is a leading general insurance company in India. They offer a bouquet of products like car insurance, two-wheeler insurance, health insurance, travel insurance and home insurance, including corporate policies such as property insurance and liability insurance. It also offers niche products like cyber insurance, credit insurance, fine arts insurance, P&I insurance, Errors & Omission policy for the IT sector etc. The organisation also dabbles into rural centric initiatives for the masses.

PROBLEM STATEMENT

The organization was losing business due to high agent attrition rates. Due to low agent to customer engagement, the customer retention was also low resulting into fewer renewals.

APPROACH

Monocept suggested building an agent dashboard for better agent relationship management. The agent dashboard had the following features:

- a. Agent Authentication: To make sure agents with right credentials can login into the portal.
- b. Agent Authorization : According to the hierarchy into the system, some agents have more authority to view data, make changes or download documents, and some low level agent will have an option of uploading the claim, updating documents. So, according to your seniority your authority to make changes will increase.
- c. Agent Hierarchy management : The portal will manage the authority of the agents to view documents and make changes. It would show the reporting structure of the agents, even when the agents leave the organisation, their account is disabled but not deleted, because they keep earning bonus for a year.
- d. Agent Dashboard : This is the dashboard which the agents can open on their mobile phones and has the following features:
 - i. Renewal of the policies
 - ii. Premium amount to be paid
 - iii. Commission earned by the agents
 - iv. Claims pending
 - v. Policy detail of their customers
 - vi. Claim details check if policy is being upgraded.
 - vii. Notifications generated for various events (policy expiry, cheque not submitted)

TECH STACK

Java + Angular.JS + On prem solution, QA is on cloud with end to end DevOps implementation

BENEFITS

Business Problems solved:

1. End to end digitization for all agents - retail and corporate agents
2. Helped in retaining the agents - agent engagement increased thereby reducing their attrition and hence new agent acquisition cost
3. Dashboard view for all banks for policy and customer : Enhanced UX which increased usage by 70% by agents

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

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