



Mindtree

A Larsen & Toubro Group Company



Insurance brokers experience transformation





About the client

The client is a leading global insurance organization. It is a US-based Fortune 500 Company with operations in more than 80 countries and jurisdictions. The client provides a wide range of property & casualty insurance, life insurance, retirement solutions, and other financial services that help businesses and individuals.



Challenges

The implementation was large, complex and required a detailed strategy and portal implementation roadmap. Some key challenges were as follows:

- The data and information required by agents / brokers were spread across multiple systems, which had to be unified and delivered to the users contextually as a holistic digital experience solution.
- The portals had to cater to the information and collaboration requirements of varied groups of users with different needs. We had to find a common theme for information aggregation, delivery and collaboration.
- A consistent user experience suitable for different user groups had to be developed for a digitized broker experience.
- The entire model for governance, best practices and management of the portal infrastructure and implementation had to be put in place.
- As part of the IT refresh, content and data spread across multiple silos were to be identified, consolidated and delivered through the portal interface.
- Enable secure and unified transaction management across 40 applications (account management, payables and billing tracking, claims tracking, renewals etc.).



Solution

Mindtree came up with a one stop solution for the client's need. We started the engagement by building a broker/ agent portal using IBM WebSphere as the technology. The portal serves as a gateway to 30 internet-facing apps through SSO. All traffic to these systems were directed through the digital portal. The portal services over 200,000+ users across 14 countries averaging around 50,000 logins/month. The portal was implemented with the goal to deliver holistic digital insurance services with the following features:

- A single point of entry for brokers / agents to access all the information they would require about the various insurance products and instruments, and empowering brokers to leverage advanced technology via the digital partner portal.
- Different events and training materials (including pre-recorded videos) were made part of the portal and delivered in a targeted manner, based on broker / agent roles.
- Simplified interfaces to author / create content and deliver it on to the portal for a seamless and digitized broker experience.
- Implementation of a rich user experience and personalization. ✕
- Support, maintain and continued improvement of the portal's features. ○
- Roll out of the broker portal for the APAC region, thus transforming the intermediaries' experience. ●



Benefits

- Increase in broker productivity by 25% by empowering brokers to leverage digital technologies.
- The broker / agent portal reduced calls to service request teams by 80%.
- Consolidated user profiles provided enabled peer-peer networking, making it possible to build meaningful networks within the enterprise.
- Improved collaboration and tracking, with structured storage of content and data.
- Facilitated a personalized and improved Broker experience through engagement of brokers with the ecosystem.
- Omnichannel support through digital partner portal.
- Lean teams for support and maintenance further reduced the ongoing costs of the implementation.
- Overall cost savings of 25 – 30%.

About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company that enables enterprises across industries to drive superior competitive advantage, customer experiences and business outcomes by harnessing digital and cloud technologies. A digital transformation partner to more than 260 of the world's most pioneering enterprises, Mindtree brings extensive domain, technology and consulting expertise to help reimagine business models, accelerate innovation and maximize growth. As a socially and environmentally responsible business, Mindtree is focused on growth as well as sustainability in building long-term stakeholder value. Powered by more than 31,900 talented and entrepreneurial professionals across 24 countries, Mindtree — a Larsen & Toubro Group company — is consistently recognized among the best places to work.

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