Integrated Technology Platform for Improved UX & Better Customer Engagement for a Health Insurance Giant

SITUATION

The client needed to revamp the existing website to create an integrated platform capable of hosting responsive and personalized content

IMPACT

The existing website was not generating the desired user-experience, though being at higher operational costs. This was not achieving the goal of encouraging the preventive care for members

RESOLUTION

ITC Infotech created an integrated website with a portal and a knowledge base with call centre support, enabling various features that improved performance and customer experience, at a reduced operational cost

The Customer

The client is a large health care services company in North America which markets and administers health insurance plans. It is a Fortune 500 Company with a customer base of over 13 million, USD 40+ billion in revenue, and over 52,000 employees across the country. The company markets its health insurance services in all 50 U.S. states and Puerto Rico, and has international business interests in Western Europe.

The Need

The company's website, which was being used to provide value added services to customers, had to be redeveloped to create an integrated technological platform that can deliver responsive, personalized set of initiatives to the site members.

Through this new platform, the client wanted to:

- To optimize the operational costs by developing a custom Web Portal

- To enhance the Care Management services for improved end-user experience as part of Member management

- Encourage the preventive care for members by providing necessary health tips, classes for the well-being of the members and thereby reduce the overall cost of healthcare

The Solution

ITC Infotech took over the development of an integrated website following the "full lifecycle software development approach(Spiral model)" to develop/implement the portal for the client. The integrated website featured the following capabilities as required by the client:

- Member Enrollment / User Management

- Site content management

- End to end call center module development & implementation

- Creation of Forums/Polls/Survey/Member Campaigns

- Online Shopping & Event Management

- Standards implementation like 508 Regulatory Compliance and W3C standards

- Implementation of SSO (Single Sign-on) using SAML 2.0 encryption

Besides the above given features, a best practice framework has been set in place for application packaging, improving the quality of the releases to achieve zero-defect targets with every release. ITC Infotech followed Incremental modular delivery to provide early visibility to customer.

Business Benefits

- Customer Loyalty and Retention: Increased through health care education and promotions

- Enhanced User Experience and Service Delivery: Improved user experience and streamlined service delivery through an integrated Call Centre and Website

- Ready Access to Vital Customer Information: Access to historic database, which enables the company to analyze the data and leverage the results to create more value

- Reduced operational effort by the end users: Through access to the various reports developed for analytics purpose

ITC Infotech's IT Solutions Practice For BFSI Industry

ITC Infotech has substantial experience and exposure in the BFSI industry and provides IT services and solutions to various financial institutions worldwide. With more than 50% of BFSI technical consultants certified in the Banking domain, ITC Infotech has a comprehensive client list including, Fortune 500 banking clients, lending companies, insurance companies, securities firms and trading houses across the globe.

Driven by a strong leadership team and a large pool of experienced technology consultants, the BFSI practice offers a wide range of IT services, differentiated through proven industry knowledge and robust delivery management. Powered with the domain expertise of consultants in the areas of retail banking, risk management, capital markets, equity trading and Insurance, we offer domain specific solutions catering to current and emerging business needs of BFSI customers.

For more information, please write to:
contact.us@itcinfotech.com

www.itcinfotech.com