

# Responsive User Friendly Portals Leveraged Enhanced Customer Satisfaction



## SITUATION

The portals of a newly licensed health insurance company were not customer friendly and lacked some basic features that modern users expect and that drives customer satisfaction.

## IMPACT

End users today demand control over their information. A feature rich responsive website that can be accessed across multiple platforms and that offer a seamless experience across applications, platforms and functionalities are critical factors in determining customer loyalty.

## RESOLUTION

The solution implemented by ITC Infotech was able to address the key challenges by creating cloud based responsive portals equipped with self-service features for extended usability.

## The Customer

The customer is a newly licensed commercial health maintenance organization based in Northern California. The company is affiliated with one of the nation's leading healthcare networks. With a strong customer base of 15,000 lives that is covered by health insurance products, the company is expected to have a very high growth potential.



## The Need

The company was facing challenges in managing its existing portals pertaining to area such as member, employer, broker and provider. These portals were old and the customer had to spend significant amount of time and money on feature enhancement and customization. The performance and integration of these portals with other existing applications of the organization was therefore a cause for concern.

The customer wanted to upgrade the portals into customer centric interactive ones that are equipped with self-service capacities and state of the art features. This would help them to enhance their customer satisfaction and also reduce the number of calls made to the customer service.

## The Solution

The ITC Infotech team executed a cloud based portal rich in self-service features to enhance customer experience. Features and technologies were implemented after evaluating their potential contribution to the expected business growth of the organization. The responsive design of the portals helped extend usability to any mobile device with option to extend the portals as a standalone mobile app. The tools and technologies used for upgrading these portals included:

- HTML5, CSS, C#,
- ASP .NET MVC
- AngularJS, JQuery
- HealthRules

The project was executed on the onsite offshore model and followed a phased development timeline. The implementation phase was followed by production support and enhancements

## Business Benefits

Our solution helped the customer in multiple ways:

- The self-service features on the portals ensured excellent customer experience which automatically reduced the number of customer service calls
- The responsive designs of the portals ensured that the portals were easily accessible via smartphones
- The portals were upgraded with performance centric design and were scalable for future expansion

### ITC Infotech's Health Insurance Practice

ITC Infotech has substantial experience and exposure in the Health Insurance (Payer) industry and provides IT services and solutions to various Insurance providers worldwide across public and private segments. Our services are aligned to the strategic goals of Payer Organizations - optimize operation, control cost and improve outcome.

Driven by a strong leadership team our team blends certified domain experts, analyst and consultants, bringing unique capabilities to discover and resolve day to day business concerns. We offer 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 Customer Experience, core claims administrations, operations, packaged product services (HealthRules and Facets), and we offer domain specific solutions catering to current and emerging business trends and needs of health Insurance customers.

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