

eChannel solution development

The Client

The customer is a leading insurance company focusing on marine underwriting.

The Challenge

The customer needed to develop an electronic channel strategy. Customer was losing out in terms of cost-efficiency as well as cross and up selling opportunities by independently managing 14 product lines. They needed a roadmap for developing an eChannel strategy that would improve operational efficiency and increase their ability to support and retain customers.

The Solution

Our teams established the disparity between the customer's current situation and the desired state through a series of strategic work sessions with the customer's business executives. The team prioritized the 60 unique business services that were identified, validated the services' impact on the business ranked the implementation in terms of difficulty and incorporated a schedule plan. Mindteck delivered an eChannel framework that examined the business, organizational and technical factors for successful implementation.

The Benefits

A comprehensive solution meeting the objectives was delivered to the customer. Usage of the right tools and established methodologies helped to analyze the situation and deliver a pertinent, optimized solution in a short time-span.

The Technology