

INSURANCE PORTAL SOLUTIONS

We help insurance companies:

- Assess current information infrastructure to develop portal strategies
- Give decision makers real-time access to key metrics and actionable information to make data driven decisions
- Merge multiple existing portals into one
- Enhance workgroup productivity
- Improve customer self-service
- Simplify and automate business processes
- Improve the portal user experience through personalized interfaces, social computing, and mobile applications

Mphasis helps clients lower costs, increase sales efficiencies, simplify distribution, and improve the customer experience.

»»» Challenge

Challenge: Consumers, Complexity, Cost, Constraints

Today's business environment is marked by several factors that are driving the need for integrated insurance portal solutions:

Consumers expect more: It is no longer enough to offer web-based content and secure online quoting. Customers are demanding personalized self-service, mobile access, and even social media features.

Distribution networks are complex: It has become increasingly important for insurers to manage their distribution channels to maximize profitable sales, ensure ease of doing business, and streamline producer interactions.

Cost pressure is unrelenting: From an operational efficiency perspective, insurers are on the hook to improve business processes to boost productivity, shorten response times, and increase the return on assets. And they must accomplish all this while meeting compliance requirements more efficiently and cost-effectively.

Speed is critical: To remain competitive, insurers must improve the information and processes for product differentiation, faster product life cycles, and pricing.

Meeting these challenges is daunting, especially since many insurers are hobbled by ineffective or incomplete technology tools and aging legacy platforms.

»»» Solution

Integrated Insurance Portals

Our portal solutions help insurers address their challenges and achieve their business goals. We develop portals that give insurers access to personalized content integrated from multiple sources. We also help clients differentiate their existing portals, making them “stickier” and more useful, usable, and engaging.

Our solutions include:

External Facing Portals

- Customer Care Self Service Portals
- Customer Management Solutions
- Customer Experience Management Solutions
- Multi Channel Integration
- Partner Portals
- Distribution Partner Integration (e.g. Travel Websites)
- Lead Management Solutions
- Agency Management Solutions (from onboarding to incentive payout)

Internal Facing Portals

- Business Intelligence & Reporting Dashboards
- Knowledge Management and Collaboration Portals
- Workflow / Process-Driven Portals (BPM Solutions)
- 360 Degree View Customer Relationship Information Portals



Client Snapshot

Leading U.S. Auto and Home Insurer

MphasiS designed and delivered an Internet Auto Quote solution that:

- Improved the overall customer experience as well as quote completion and conversion rates
- Allowed dynamic updating and maintenance without the use and cost of a dedicated technical team
- Targeted user segments, captured data, and tracked customer behavior
- Made it easier, faster, and more cost-effective to meet customers' needs via the Internet

All Portals

- Content Management Solutions
- User Interface Solutions
- Content Oriented Websites
- Managed Content Integration
- Portal Architecture and Assessment
- Website Rationalization (consolidation)
- Information Architecture and Usability Engineering Services
- Social Community Style Portals
- Portal Migration (from simple J2EE /.NET apps)
- Development and Managed Maintenance Services
- Managed Independent Testing and Validation Services

»» Benefits

Business and Technical Advantages

With MphasiS' insurance portal solutions, clients can:

Realize immediate cost savings - Through automation, STP, increased productivity, and online customer self service across policy and claims processes

Increase sales efficiencies - By balancing the value of brokers with direct distribution or online sales tools, and through creating a 360 degree view of the customer to enhance up-selling and cross-selling opportunities


Simplify distribution across the partner ecosystem - Through process integration and automation

Improve the customer experience - Via personalization, social media, and mobile applications

»» Approach

How we do it: Comprehensive and Flexible Approach

Our flexible approach supports any stage of an insurer's portal modernization program. Depending on client needs and requirements, we develop customized portal solutions by leveraging a comprehensive suite of capabilities, including:

- Education and Strategy
 - Justification
 - Planning and Roadmap
 - Requirements
 - Architecture Definition
 - Build and Implement
 - User Adoption and Optimization
 - Run and Maintain
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»»» Differentiators

Why partner with MphasiS?

MphasiS has the experience, expertise, and the approach insurers need to optimize their portal strategies:

- **Track record:** We currently work with the three largest insurance companies in the US, according to Fortune magazine.
- **Insurance industry experience:** MphasiS' insurance practice is powered by 3,100 industry experts (LOMA, CPCU, CII, III certified). Our team includes senior executives who have up to 30 years of insurance experience, across L&A and P&C.
- **Proven portal experience:** We have successfully executed more than 200 portal projects for Fortune 500 companies, including customer facing (B2C), employee facing (B2E), and partner integration portals. We employ more than 2,000 professionals who have specific expertise in delivering portal projects.
- **Insurance Center of Excellence (CoE):** MphasiS has invested in an Insurance CoE for building innovative frameworks and solutions. We also examine portal standards and emerging trends in the areas of social media, digital workplace, and mobile channels.
- **Usability engineering:** Our 200+ member team of usability engineers, information architects, graphic designers, user interface technical specialists, writers, and testers help our clients improve the user experience for their customers.
- **Technology experience:** MphasiS has implemented major portal products including, but not limited to, Oracle Weblogic Portal, IBM Websphere Portal, Jboss Portal, Liferay Portal, Oracle Aqualogic User Interaction, and Microsoft SharePoint.
- **Commitment to client success:** We forge long-term client relationships and lasting partnerships with our clients. We accelerate business impact for clients by leveraging our people, processes, and technology best practices.





» Mphasis Key Facts

- Founded in 1998
- Headquartered in India with offices worldwide
- Over 41,000 employees
- Crossed \$1 billion in revenue
- More than 10 years of global service delivery
- Service Portfolio: Applications, BPO and Infrastructure Services



ABOUT MPHASIS.

Mphasis is a \$1 billion global service provider, delivering technology based solutions to clients across the world. With over 41,000 people, Mphasis services clients in Banking & Capital Markets, Insurance, Manufacturing, Communications, Media & Entertainment, Healthcare & Life Sciences, Transportation & Logistics, Retail & Consumer Packaged Goods, Energy & Utilities, and Governments around the world. Our competency lies in our ability to offer integrated service offerings in Applications, Infrastructure Services, and Business Process Outsourcing. To know more about Mphasis, log on to www.mphasis.com.



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