

# Digital Transformation for a major global Insurer



**Leading to enhanced customer experience, doubled mobile traffic and recognition from Google team**

## Business Objectives

- The Insurer embarked on a new branding program to refresh all their global websites to a new and common brand identity
- To migrate all the public facing website from Tridion to the new Adobe AEM 6.0 platform
- To develop and build a new digital marketing platform
- Migrate 1200 websites to AEM platform

## Our Approach

- The engagement was structured to execute in four parallel tracks for Middleware Build, Application Build, Support and Migration
- The Application Build team was responsible to work with the Business to understand the requirements and implement them in multiple releases
- The Migration team commenced after the base release and was tasked to work with the existing site owners/business and the Build team to migrate individual country/region sites as new functionalities were getting developed
- The Support team was responsible for providing the platform and application support after taking over from the Build and Migration teams after every release



### Services Offering

- Application Development
- Platform Build and Upgrade
- Application Support
- Migration and Global rollout



### Platform

- AEM 6.0
- DTM
- Adobe Target
- Adobe Analytics(SiteCatalyst)



### Integrations

- Eloqua
- Quova
- Salesforce
- LivePerson
- ShareThis
- Twilio



### Engagement Details

- Total team size: 85
- Team working in 4 tracks: Middleware, Platform Build, Support and Migration

Complimented by 



*"No one in life insurance is doing mobile acquisition as well as you are"*

*"You have a competitive advantage now – but it won't last forever"*

*"Mobile experience is stellar"*

- Google's analytics team to client

# Benefits Delivered

- Consistent branding across 1000+ region websites
- Ease of governance and compliance to policies
- Improved customer experience and engagement leading 30% reduction in bounce rate
- Sites with responsive web design - doubled mobile traffic to the sites

## About Mphasis

Mphasis is a global technology services and solutions company specializing in the areas of Digital and Governance, Risk & Compliance. Our solution focus and superior human capital propels our partnership with large enterprise customers in their Digital Transformation journeys and with global financial institutions in the conception and execution of their Governance, Risk and Compliance Strategies. We focus on next generation technologies for differentiated solutions delivering optimized operations for clients.

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