

A leading international Insurer increases sales, market share and customer service levels with a customized Digital Marketing solution



Client

A leading international insurance organization serving customers in more than 100 countries and jurisdictions.

Business Objective

The Client needed to find ways to improve pipeline visibility and to enhance the Broker experience in their interactions with the company, making it easier for Brokers to transact business.

Solution

- Implemented Sales and service cloud applications, customized to meet the client specifications and fully integrated to the existing legacy applications
- Provided: Full delivery capabilities across design, development and testing
- Implemented across a blended bestshore resource model
 - » Onsite resources who work closely with business to understand their requirements and determine how they can be implemented in SFDC
 - » Offshore team is responsible for design and implementation
- Unit testing, UAT test support and Salesforce Admin and production support services

What benefits were delivered?

- Improved Financial Advisor productivity and retention
- Increased sales, market share and customer service levels
- Provided ability to start Fixed Income Marketing
- Effective product management
- Reduced time-to-market
- Enhanced 360 degree client centric model
- Improved home office support team functionality and efficiencies

Technologies

- Salesforce.com (Sales and Service cloud)

Integration with

- LaserApp
- Docupace
- Customer MDM
- National Financial Services
- ServiceNet
- OCR/ICR application
- Data Warehouse
- Portal application

Partnership

Salesforce.com

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.

For more information, contact: marketinginfo@mphasis.com

USA

460 Park Avenue South
Suite #1101
New York, NY 10016, USA
Tel.: +1 212 686 6655
Fax: +1 212 683 1690

UK

88 Wood Street
London EC2V 7RS, UK
Tel.: +44 20 8528 1000
Fax: +44 20 8528 1001

INDIA

Bagmane World Technology Center
Marathahalli Ring Road
Doddanakundhi Village
Mahadevapura
Bangalore 560 048, India
Tel.: +91 80 3352 5000
Fax: +91 80 6695 9942

