



Major Insurance Provider Home and Automobile Insurance E-Commerce System

Allowing customers to receive quotes and buy insurance on-line

Case Study

Challenge

The client needed to deliver a custom bilingual Internet application solution enabling potential customers the capability to obtain quotes and purchase home and automobile insurance directly over the web. The system which required comprehensive security and scalability also needed to support geographically disbursed agents in order to streamline workflow and reduce administrative expenses.

Solution

A highly scalable and available solution was recommended based on the client's preference for Microsoft Web Technologies. A standard corporate-wide internet architecture, infrastructure and development standards were developed and serve as the foundation for all future web-based initiatives for the client. Security was an important consideration given the nature of the information required for an insurance quote or application. Professional services provided include:

- Business Solution Development - streamline business flow through iterative requirements management process, attention to usability studies and improved user experience
- Security and Compliance - authentication/authorization practices
- Project Management and Oversight - includes multi-vendor management, distributed team environment, change management process
- Custom application development - prototyping, interfaces with core rules engine, Microsoft technologies
- Application performance tuning - managed performance testing in multi-layer/tiered environment to maximize throughput, load balancing
- System architecture - multi-tier for scalability, architecture framework
- Legacy application integration - back-end integration services, messaging, queuing, data transformation

Results

Potential customers have the ability to get immediate on-line home and automobile quotes, and to complete a home or automobile application on-line. Other elements of the overall system provide the functionality to support automated report requests for MVR, prior carrier history report ordering, automated email follow up, uploading to the legacy system for policy generation, and on line payments.

Benefits that the application helped the customer realize include:

- Increased customer contacts/interest/revenue/sales by providing an additional sales channel through internet marketing
- Increased efficiency for sales agents through completed application information which can be targeted to agents by location
- Improved Customer experience through ability to securely save and retrieve multiple quotes and proceed through the full cycle to buy online
- Time to market, company differentiator - Client was able to provide quote and buy services among the early leading companies to do so