

CUSTOMER ENGAGEMENT TOOLS

Help Banking Giant Create
a Niche in the Burgeoning
Insurance Market



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Focusing on engagement with customers and prospects

A veteran banking entity in India wanted a web solution to promote and sell its insurance products. In a market saturated by various insurance products, reaching out to a very large insurance market proved to be a difficult task. Indus Net Technologies developed a web portal and an Android application to ensure that the client focused its resources on where it was most likely to find customers. The solutions helped the client to bring a more personal approach to selling insurance and engaging with customers and prospects.

The Android quote and claim application helps the client to

- ❑ Engage with prospects and customers
- ❑ Provide corporate and product information about its insurance products
- ❑ Enable self-service functionalities like generating quotes and initiating claim process

The insurance-centric web portal helps the client to

- ❑ Engage with customers and prospects over the web
- ❑ Provide corporate and product information
- ❑ Offer self-service to customers who want to generate quotes instantly and initiate claim process

These two solutions helped the client to focus more on engaging with its existing customers and future prospects, allowing it to carve a niche for itself as a brand that provides unmatched customer engagement.

Robust Android application helps selling insurance easily

To keep customer engagement as the core of the mobile application, Indus Net Technologies focused on three important aspects:

- ❑ Customers should be able to connect with the bank easily
- ❑ Customers should have more autonomy over all transactions
- ❑ Customers should be able to interact with the application intuitively

With these three aspects in mind, following features were added to the quote and claims application:

- ❑ Customers can easily purchase health insurance, travel insurance, personal accident insurance, and motor insurance
- ❑ Learn more about products
- ❑ Users to easily locate nearest garages
- ❑ Gain tips to maintain health
- ❑ Locate nearest bank branches
- ❑ Contact near and dear ones in case of emergencies
- ❑ Initiate claims by making a call or sending an SMS right from the app
- ❑ A clean UX/UI

All these features helped the customers to contact the bank easily, remain autonomous as long as possible, and interact with the application intuitively.

Web portal makes self-service easier

Not everyone wishes to access websites or information over their mobile devices. Thus, it is still important to build comprehensive corporate websites that double up as customer engagement tools. Our developers used Drupal 7.x as the main CMS to build the web portal, as Drupal is more suited for complex content-heavy websites that need to be updated constantly. MariaDB was used as the database, while all coding was done in PHP. A penetration test was done, along with a website revamp after consultations. Indus Net Technologies' developers also made sure that the website is SEO-compatible. The web portal helped the client to bolster its mobile app with a web solution, and ensure that customer engagement took place on all available devices.

To learn more about how technology can enhance customer engagement, and how it can help you create a niche for yourself in a saturated market, **contact us today.**

About Indus Net Technologies

Indus Net Technologies is a global multi-faceted IT services company that focuses on web and app development, digital marketing, and a host of other products and solutions. As markets grow saturated, Indus Net Technologies has taken it upon itself to bring more customer-oriented products to clients to help them create an identity in a crowded atmosphere. Customer engagement apps have specifically helped Indus Net Technologies' clients to reach their prospects and customers better. With more than 750 in-house professionals and offices across India and the world, Indus Net Technologies serves clients all over the world. The company also provides managed outsourcing, dedicated hiring, and other IT-related solutions to businesses both small and large.

