Case Study – Max Life Insurance

eDynamic developed distribution portal, group portal and corporate website on Sitecore CMS for Max Life Insurance.

eDynamic transformed their entire online presence by delivering a dynamic interface with cutting-edge product information and highly interactive user experience.

Challenges:

The company wanted to ramp up its sales process online and support its marketing efforts strongly with rapid messaging, promotions & other new initiatives.

They key challenges were:

- The website had excessive content which was not being managed properly

- Replicate the company's branding on the online channels from offline mode

- Reduce the cost of support to customers through their contact center

- They did not have user-friendly agent portals to provide consistent messaging

- Communicating with the agent community was costly and time consuming

- Agents had less control & visibility into the business

- There was no secure portals that catered to the needs of corporate clients

Solutions:

eDynamic used Sitecore, a leading content management system, to build the site, which now had an impressive look and feel and provided quick and easy navigation. The site is now content driven and has fresh content being pushed into it frequently.

- A completely redesigned website to meet diverse needs of the audience

- A detailed information architecture for the new website was created in such a manner that heavy content could be handled with great ease

- To make the customers realize the importance of insurance policies in life, eDynamic designed various calculators such as Retirement Calculator, Financial Calculators, Education Calculators, and Health Calculators for the website.

- Agent portal landing page that demonstrates ease of use, easy engagement and personalization

- A group portal for corporate customers where they can access information, track records and share documents in a secure environment.

Benefits:

eDynamic provided Max Life Insurance with the flexibility they always needed, to drive their marketing & sales push online.

- The group portal drives CRM & up/cross sell to corporate end customers.

- eDynamic's architected solution eliminated the communication gap between the company and its employees.

- Premium calculator helped customers to understand the product and make decision on choices available.

- The customer portal provides the ability to access information instantly on all the products available.

- Group portal caters to the needs of the corporate clients. With the help of group portal, the clients can access information on each and every product available/bought, track the records of the employees insured, etc.

- The agent portal provided control and visibility to agents thereby increasing policy closure rates.