

eDynamic completes Web Strategy, User Experience Design & Sitecore CMS Implementation for Aviva India Life Insurance (www.avivaindia.com)

New Delhi, June 8: eDynamic has successfully re-designed & developed the Aviva India corporate website. This end-to-end Web Solutions engagement with Aviva includes Web Strategy, User Experience Design, Content Management System (CMS) implementation, and Organic Search Optimization Program. The new website – www.avivaindia.com has been launched recently.

Aviva's core objectives for this initiative were to re-position the website as a key engine for branding as well as customer, agent & employee acquisition. The company's aim was also to ensure an enriching best-of-breed experience that completely revitalizes the Web journey of their end users.

eDynamic partnered with Aviva to chart out a roadmap to achieve these objectives by strategizing on a new website that would market Aviva's products aggressively and also drive high lead conversion & customer engagement. This new website is based upon proven tenets of high usability & has been created with future flexibility & scalability in mind.

Speaking on the occasion, Vishal Gupta, Director Marketing, Aviva India said, "A lot of information search on Insurance happens on the Web. Through our revamped website, we have provided best-in-class tools to help customers choose appropriate products."

Speaking on the launch Subir Singh, Partner, eDynamic said, "We have worked with the best in the Insurance industry. The relationship with Aviva carries forward our legacy of Insurance successes & gives us plenty of pride & opportunity to create best-of-breed solutions for a world leader in Life Insurance".

To create a dynamic, cutting edge Web presence that would be friendly to Search Marketing & other Web 2.0 channels, eDynamic implemented the new website on Sitecore's CMS. eDynamic is a Sitecore partner for North America, the Middle East & India. Sitecore's CMS is a leading, .NET CMS that is rapidly becoming the preferred technology for flexible & easy to manage websites.

To elevate the online experience of Aviva's prospects & customers, eDynamic also developed innovative tools, calculators & other Web applications for the website.

About Aviva (www.avivaindia.com): Aviva is UK's largest and among the world's largest insurance Groups. It is one of the leading providers of life and pensions products to Europe and has substantial businesses elsewhere around the world. With a history dating back to 1696, Aviva has a 50 million customer base worldwide. It has more than £3581 billion of assets under management.

About eDynamic (www.edynamic.net): Established in 1999, eDynamic is a Global Web Solutions Firm. We offer a wide range of services including Web and Enterprise Content Management, Portals, Web Design/User Experience, Online Marketing, Custom Application Development, Business Intelligence, CRM & Managed Services. eDynamic's clients include American Express, New York Life, HarperCollins, Moneris Solutions, PepsiCo, Frito Lay among many others.

About Sitecore (www.sitecore.net): Sitecore's Web Content Management System (CMS) and portal software solutions enable companies to deliver compelling web experiences. Sitecore's award-winning CMS software makes it easy for businesses to create and update dynamic, full-featured Web sites of all types. Sitecore's industry leading flexibility and scalability allows companies to better leverage their content, improve customer experience and drive business growth.

Thousands of public and private organizations, including national governments and Fortune 500 companies utilize Sitecore solutions for their websites. These organizations have created and now manage more than 20,000 dynamic websites with Sitecore including Microsoft, Sara Lee, Siemens, Toshiba, Omni Hotels, Computer Associates, ISS and Atlanta Falcons.