

Case Study – Liberty Mutual Insurance

eDynamic transformed the way Liberty Mutual, with ~\$33BN in revenue, conducted business with their internal and external providers via a Digital Strategy & empowering User Experience.

Challenges:

- Change the way Liberty Mutual interacted with its employee via the portal
- Change the perception of Liberty Mutual with its external providers and conduct of business with via digital channels
- Re-think digital strategy of the portal along with their other digital properties to establish one seamless Eco-System
- Make the portal a one-stop-shop for all the needs of the user base across Sales, Marketing, Training and Service
- Pave a roadmap for Liberty Mutual to continually grow and become industry leaders
- Facelift the portal and integrated applications

Our approach:

Our approach drew on qualitative analysis to drive findings which would inform the overall strategy and design.



Research

- Identify the gaps between Liberty and industry competitors
- Deep understanding of channel and user needs

Insights & Vision

- Recommend solutions/ideas that inform capabilities, roadmap and design
- Define the vision for the portal

Capabilities Roadmap

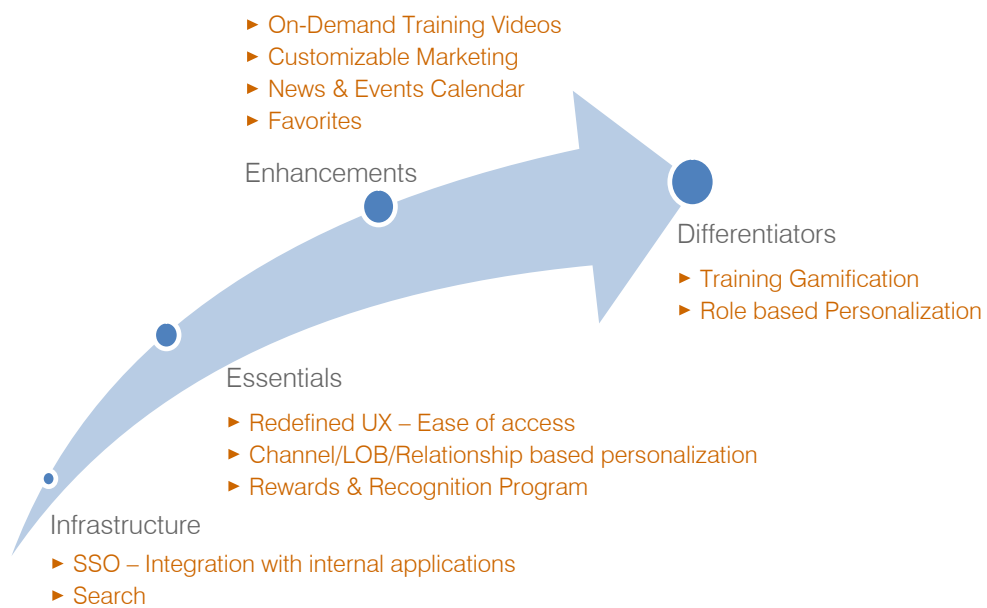
- Define a set of capabilities that meet user needs – Capabilities Blueprint
- Create a Roadmap of features driven by Capabilities Blueprint
- Strategize a roadmap that focusses on priorities and delivers short to medium term value while providing a long term path to point of arrival

Design

- Fabricate a portal structure that meets user needs
- Design an easy-to-use interface
- Create an engaging and personalized experience

Benefits:

Benefits of our approach lead us to the defined Roadmap and appealing designs for the portal



Note : Only a selected sample of capabilities/features have been displayed in the roadmap

- About Liberty Life
- Products
- Sales Process
- Training
- Marketing Tools
- Forms Library

Home



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Quick Links

Favorites

- Submit an Application
- Forms Library
- Illustrate

Leadership Board

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Janet Wilmington

News and Events

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See Current Rates

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Marketing Tools



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- [Sales Ideas >](#)
- [Calculators >](#)