

FUTURE READY APPLICATION TO GENERATE LEADS AND POLICY PROPOSALS



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Instagram

CLIENT BACKGROUND

The client is a leading life insurance company in India. Its distribution channel includes various platforms like banks, individual agents, brokers, and corporate agents etc. Besides life coverage, it also covers health, pension, and annuity. The client has about 2,00,000 life insurance customers in India.

PROBLEM STATEMENT

The client wanted to have a future ready handy agent application which can be accessed almost everywhere. The existing application had major connectivity issues which hampered the lead generation process. The purpose of this application was to generate leads and to display policy proposals/illustrations.

APPROACH

Monocept created a hybrid lead generation application for iOS and android using Ionic Framework. Frontend was made using ReactJS. A component of Web Application for administrator rights/console was also developed. The application also had a broadcast and controlled notifications feature. Full automation testing was carried out before the release to ensure quality delivery.

BENEFITS

- Provided fastest solution generation according to customer and the number of leads increased by 35% within 3 months of the introduction.
- Reached to 100,000+ downloads within a year having 4.5-star rating out of 5.0

**TO KNOW MORE DETAILS ABOUT THE
PROJECT, TALK TO OUR EXPERTS**

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