How Monocept Transformed Front-end & Back-end Processes To Increase Performance and Efficiency

OBJECTIVES ∨

Our Client is an industry-leading health insurance company that offers a wide variety of health insurance policies encompassing the protection and financial needs of its customer's. The company currently hosts its wide distribution presence including over 70,000 direct selling agents, corporate brokers, and agents through its website. Our client found themselves looking at their entire system in a whole new light, there were too many bugs, security breaches, disjoined document management, and the lack of a flawless mobile-oriented platform for consumers and agents.

They knew they needed to fully embrace digitization by eliminating these operational efficiencies to remain competitive, allow their agents to work better, and build consumer loyalty.

Monocept partners with insurance companies to help them remain competitive through digitization and automation. We strive to build tailored solutions towards digital insurance transformation to aid customers to enjoy high visibility and traceability throughout their insured customer journey. With Monocept, insurance companies can improve client acquisition speed, underwriting speed process and quality, and other internal operating models to reduce regulatory risks, eliminate data inaccuracies, and security breaches, lower operational costs, and lots more.

THE CHALLENGE ∨

● LACK OF FLAWLESS MOBILE EXPERIENCE

As a leading insurer, building a secure, and seamless distributor ecosystem for agents, brokers, and consumers is highly important. A flawless distribution platform makes it easier to track competitiveness, monitor sales, and marketing efficiency among others. However, building a better distribution ecosystem is a lot more. Recently, there has been a dynamic change in customer loyalty and buying behavior.

Because of digital transformation insurance consumers now want to interact with companies across all platforms at any time and anywhere, especially on mobile platforms. Our client already had a functional progressive web application (PWA) but with a lot of issues with responsiveness thereby making it challenging for consumers to access their product offerings, complete applications, and make better decisions on the app. The company's website was also not compatible with a variety of mobile devices.

 Therefore, it was important for our Client to seek new ways to engage consumers where they want to be engaged by improving its mobile experience. If the company fails to offer positive digital experiences, many consumers will move to industry competitors that offer better customer experiences.

● SILOED CONTENT MANAGEMENT SYSTEM/ CLIENT ACQUISITION PROCESS

Beyond that, most of our client's systems, processes, and practices were siloed. For instance, the Omni docs system did not support several document formats (e.g Excel) for processing commissions for agents and brokers. This made it challenging to achieve proper and accurate record management. All formats must be supported to accelerate the scanning and uploads of documents, reducing errors and improving access to documents by managing documents in a centralized manner.

Again, consumers faced frustrating short session times, buggy sessions, and long in-line queries which lead to more prospects abandoning the acquisition process. Onboarded customers also complained about not receiving their emails or receiving incomplete emails.

⬤ POTENTIAL DATA AND SECURITY GAPS/BREACHES

Our client also faced profound cyber risks on their parent website, during user processing. commission processing, lack of user encryption protection, and misappropriated tokens for 2-factor authentication. There was an urgent need to manage cyber threats and any resulting legal liability and regulations to uphold our client's reputation and maintain competitiveness.

THE MONOCEPT SOLUTION ⌄

Together with our client, Monocept investigated the company value chain and identified possible areas where it could benefit from new technologies and protocols on the market.
We identified a few problems mainly regarding commissions processing, brokering operations processes, transaction time, login sessions, and mobile compatibility.

Monocept implemented a multi-pronged solution approach including improvement in customer acquisition software, increasing security protocols in commissions processing, improving shareability of files to customers, accelerating transaction time, increasing session timeout, optimizing mobile experience by making desktop pages mobile compatible, and improving on our client's progressive web application.

1. Proper integration of OmniDocs Enterprise Content Management (ECM) Suite and APIs

OmniDocs allows the use of smart tools to capture content from a variety of sources, manage it in a secure repository and make information available and accessible over mobile and cloud. Hence, Monocept performed the following services;

- ⬤ Setting up Omni Docs API to provide unique identification for each consumer and better document sharing with consumers
- ⬤ Optimizing document format to accommodate for PDF generation instead of Excel on the Omni Suite.

2. Improved Security Protocols

To improve security protocols, Monocept performed the following processes:

- ⬤ Implementing password protected Excel during file generation in commissions processing
- ⬤ Increasing source pram in Token API to help accurate identification of Token source
- ⬤ Encrypting website URLs to obscure information that was previously visible and could be used as a weakness in event of a security hack.
- ⬤ Restricting website to prevent jacking using iframe hackers
- ⬤ Encrypting user data while sending requests to server-side
- ⬤ Adding pop-up to enable users to log in via OTP

3. Improving Mobile Experience

In terms of mobile compatibility, Monocept performed the following tasks:

- ⬤ Updating CSS and Bootstrap to make a laptop-friendly website, mobile compatible
- ⬤ Updating CSS and Bootstrap classes in our client's progressive web app to improve responsiveness across diverse mobile resolutions.

4. Improving Customer-Facing Application

To ensure lower transaction times and higher customer satisfaction, Monocept performed the following tasks
- ⬤ Added logs to code to help identify bugs and solve them in real-time
- ⬤ Increase session-time from 15 minutes to 2 hours
- ⬤ Add validation and maintain logs separately to make it easier to identify login failure due to userid or password errors.
- ⬤ Eliminate long in-line queries and improve transaction time.

OUR APPROACH

Every step we took began with an exhaustive diagnosis of our client's processes using Monocept's methodology. Based on our findings, we developed a detailed phased transition plan that allowed for improvements without interrupting normal business operations. Our goal is to eliminate tedious manual processes, update, change and adapt business processes with minimal disruptions, reduce complexities, and help build company reputation without hassles. Full automation testing was also carried out and real-time user feedback was incorporated to ensure quality.

BENEFITS

By standardizing and consolidating business processes, we were able to reduce cost and inaccuracies in operations, improve process efficiencies, enhance customer acquisition time, and eliminate gaps in security protocols. Specific benefits that our client gained by using the Monocept team include:

- The Content Management system can now accommodate diverse content formats making it possible to review policy documents at the click of a button.
- Eliminated security gaps in commissions processing, front-facing desktop website.
- Implementing user encryption and password protection
- Improved 2-factor authentication for all users
- Faster response time to customer inquiries
- Improved client acquisition, transaction time, and performance by 40% to protect loss of revenues or net profits.
- Transformed desktop website to accommodate a variety of smartphones and web browsers.
- Improved mobile responsiveness in our client's progressive web app and mobile web browser.

VISWANATHA REDDY BAPATHI

Project Manager