

CREATED AN E-CHANNEL WHICH INCREASED THE CLIENT'S BUSINESS BY MORE THAN 30%

CLIENT BACKGROUND

The client is one of the largest private sector general insurance company in India offering insurance coverage for motor, health, travel, home, student travel and more. The client has issued over 26.5 million policies and settled over 1.6 million claims in 2019. The client leads the private sector players in the general insurance sector with a market share of 15.6% and has an overall industry market share of 8.5%.

PROBLEM STATEMENT

The client wanted Monocept to take-over the entire digital arm of the organization and wanted to create sachet products for their digital business.

APPROACH

We have created different products for the client:

- Our work is mainly on the health, home, vehicle insurance (2+ 4+) channels on the client's website as well as mobile - android and iOS apps.
- We have built their mobile applications and we provide support to keep it running and for its maintenance.
- We are also working for their digital business on their website - sachet products like Ola, Oppo, Vivo insurance. We were integral for developing the API calls for these products.
- We have also created a core API framework that connects the website with the associated bank of the client

BENEFITS

- After Monocept's intervention, more than 30% of the business of the client comes from their e-channel website.

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

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