Insurance Portal

Client Profile

Client is a leading provider of various technology solutions and CRM solutions for health insurance companies and online insurance aggregators. They have pioneered in creating many innovative products that brings insurance sellers and buyers under one platform. The online platform has made selling insurance easier for insurance companies, agents, general agencies, carriers and the government and has made buying simpler for customers.

The company pioneers and specializes in comparative analysis of insurance products and services offered by hundreds of insurance providers under a single platform. The analysis of numerous insurance policies is based on price, features and key benefits. This brings customers the relevant information on insurance products enabling them to make informed choices.

Situation analysis

Client has a strong network of top health insurance providers and they continuously add new insurance providers to their network. *To* enable the insurance providers to sell policies nationwide and support them, the client has integrated quoting tool for comparative analysis, electronic application manager tool and CRM that allows health insurance shoppers to compare current plans, pricing, applications and providers' details and complete the application delivery to the insurance providers.

The client desired for the design and integration between their platforms and new insurance providers. Using this integration the client wanted to deliver online applications to the insurance providers digitally and securely. The insurance providers also required customer management and lead management within the platform through a CRM.

The client partnered with e-Zest for the integration of new insurance providers with their web application.

Solution Architecture

e-Zest successfully integrated new insurance providers and the client's platform with respect to application completion and delivery to the insurance provider's CRM. When completed, the integration allows the platform to electronically deliver completed customer applications securely to the insurance provider's CRM.

Each completed application consists a copy of the printable PDF document that the consumer can download and also the XML representation of the completed application.

After considering many CRM solutions, e-Zest recommended Microsoft Dynamic CRM as it offered different quotes based on various parameters. Users could easily compare and buy standard as well as ancillary policies from multiple insurance providers / agents.

Process overview of the electronic application system integration:

- The applicant completes the online application forms.
- The agent attests the completed applications by providing the electronic signature.
- The integration to electronic application manager prepares the delivery of:
  - The Final PDF versions of the completed applications
  - The XML representation of the completed applications
- The electronic application manager:
  - Creates a compressed archive in ZIP format containing the PDF and XML files.
  - Encrypts the ZIP archive using Pretty Good Privacy (PGP) that provides privacy and authentication of information
  - Submits the final encrypted ZIP archive containing the competed application forms and their XML representation to the insurance provider SFTP server
  - Finally marks the applications as delivered

Challenges

Few critical challenges during the project were:

- Understanding various existing complex platforms already used by the clients and facilitate smooth integration.
- During the integration of the web application, our team had to understand the health insurance industry in the U S and various business models used by different insurance companies for enabling customized insurance plans for the customers through the integration.
- Delivery of the application forms in a highly compressed and secured way.
- The integration had to be done within strict timelines with high security.
- Unit testing and user acceptance testing had to be done for every task and test coverage had to be 80% was another challenge.

Business Benefits

- Customer and Lead management: The Microsoft Dynamic CRM integration helps the insurance providers to quickly track and distribute the leads resulting in streamlined sales process and improving the agent's performance.
- Increased productivity and prospecting: This also helped their agents to analyze the performance of leads that helped them provide quality quotes to their customers.

- Revenue generation: The integration of electronic application manager is used extensively by various insurance providers and agents. This is one of the revenue streams for the client from the insurance companies.
- Microsoft Dynamic CRM integration offered different quotes based on various parameters. Users could easily compare and buy standard as well as ancillary policies from multiple insurance providers / agents.

Bottom Line

e-Zest successfully integrated the various new insurance providers application form into the platform while understanding the complex systems of the client environment and various insurance companies. The integration was done in a way that the inputs provided by the customers could be imported directly in the insurance company's database.

The Dynamic CRM integration, electronic application manager tool and quoting tool offered all-in-one insurance sales tools for insurance agents. This has helped the agents nationwide to build their sales using internet and web-based application through the software solutions offered by us and skip the tedious day to day tasks.

Today the insurance providers have thousands of agents who use dynamic CRM for their customers and lead management.

e-Zest