Streamlining Insurance Quotes: Mobile Application Cuts Turnaround Time

digitide

Overview

A leading general insurance provider, overseeing a wide range of insurance products, aimed to enhance operational efficiency. They needed to accelerate insurance quote generation from their mobile application to boost business performance.

Objective

The goal was to deploy a hybrid mobile solution in a short span of time to expedite insurance quote generation, integrating external APIs and enabling multi-channel delivery via SMS, WhatsApp, and Email, alongside a one-stop product portal.

Business Challenges

The organization grappled with inefficiencies in their mobile-based quote generation process, which undermined their market competitiveness:

- **Slow Quote Generation:** The existing mobile application's delays reduced conversions and revenue
- **Limited Integration:** Lack of external API connectivity slowed real-time data access
- **Inefficient Delivery Channels:** Absence of SMS, WhatsApp, and Email integration restricted quote distribution.

The Solution

We conducted a detailed analysis of the client's existing mobile application and business requirements to design a hybrid mobile solution. Our global expertise in digital transformation enabled us to develop an optimized workflow in one month, deploying a team of five developers. The solution featured automatic quote generation, add-on options, and seamless integration with external APIs for real-time data access. Quote delivery was enhanced through SMS, WhatsApp, and Email, improving client engagement. Additionally, we delivered a one-stop portal providing comprehensive information on insurance products, services, and self-improvement resources for employees, while managing technical debt to ensure system efficiency.

Value Delivered

Our solution transformed the client's quote generation process, significantly reducing turnaround times and enhancing operational efficiency. The hybrid mobile application and multi-channel integration enabled faster customer responses, strengthening market competitiveness.

100% Mobile Efficiency through Accelerated quote generation	One-stop portal for information on all insurance products & services	Multi-Channel Delivery & Integration enhanced outreach

Business Benefits

Faster Quote Turnaround	Enhanced Client Engagement	Efficient Multi-Channel Delivery	Comprehensive Product Portal