

# Accelerating Growth: How a Unified Portal Transformed Customer Acquisition and Experience for a Leading Insurer



A Power-BI driven custom unified portal for 360-degree view of customers across multiple product lines

## Client Profile

The client is one of the oldest full-service life insurance companies operating in 22 countries across the United States, the Caribbean, and Latin American region. Provided by around 4,000 independent and career producers, the client offers a diverse range of products and services, including life, health, and general insurance, annuities, pension and other related financial planning products. Rated as “A-” (Excellent) by A.M. Best Company, the client has been ranked as one of the top life insurance companies in the U.S. who attributes its growth to innovation in terms of new products and acquisitions.

## The Problem

Lack of a unified customer portal for a single view of all policies and claims related documents, and transactions across all product lines - General, Life, & Health insurance.

**Need for modernizing legacy system:** The client was using a legacy customer portal which supported only Life insurance product line, allowing its existing customers to view policies and claims. It was not able to meet the client’s main business requirement of supporting other product lines.

**Disconnected systems leading to low customer experience:** The client was using three different insurance policy management systems for General, Life, and Health insurance product lines, without any inter-connectivity among respective databases. Hence, the customers were not able to access the information related to policies and claims on a single panel, which affected the customer experience.

**Lack of customers’ visibility into policies:** There was no portal for customers to have a consolidated, 360-degree view of their different policies, claims, documentation, and other features across different product lines to facilitate a seamless customer experience.

**Requirement to integrate ticketing system with respective product line ticketing queue:** There was an imminent requirement to log and triage all the customer queries and feedback received from their customer portal to respective product line ticketing queue for quicker addressal.

**Limited business intelligence around customer journey:** A layer of business intelligence and analytics was required to develop KPIs to understand, monitor, and analyze the customer journey and monitor their overall experience to take insight-based decisions to improve customer experience further.



Absence of a unified and single view of customers’ journey across product lines



Disparate systems for different insurance products without any inter-connectivity



No integration between ticketing system and product line ticketing queue



Absence of an intelligent analytical system

# The Solution

A four-pronged approach was undertaken to develop a common data repository and implement Damco's InsureConnect - a smart self-service digital platform, as the Unified Portal with a layer of Power BI for detailed user behavior intelligence.

## **Data Extraction from Disparate Sources, Creation & Implementation of Common Data Repository (CDR)**

- Damco's technical team created a data warehouse to consolidate complete policy and customer data from three different systems into one common data repository (CDR).
- Scripts were developed to unify the customer records and a unique reference was provided to them that can be used later to fetch details from CDR.

## **Seamless Data Migration of Customer Records**

- Migration of existing customers registered on the old portal to new unified portal database was completed to allow the existing users view their pre-existing policy and claims details.

## **Deployment of Damco's InsureConnect – A Self-Service Platform as Unified Portal**

- Once the CDR was functional, we deployed our in-house developed portal, InsureConnect as the Unified Portal (UP), to create a holistic self-service experience for the customers.
- This unified portal used CDR to register and fetch customer records on demand.

## **Integration with 3rd Party Tool for Efficient Document Storage and Retrieval**

- After deploying the InsureConnect as the Unified Portal, several other tools were integrated for enhanced functionalities.
- These tools included DocuWare - a single interface to view and access the documents that were attached to different policies and claims.
- A centralized document repository was also developed to store and view documents attached to the users.

## **Implementation of Business Intelligence and Analytics**

- For understanding, monitoring, and managing customer-based analytics, Damco implemented Power BI over the Unified Portal Database to derive insights on customer behavior.
- It helped the client run various key analytics such as Risk Coverage, Portfolio analysis, etc.
- To monitor the customer journey, Google Analytics was integrated to the unified portal to have a single point view of Customer Experience Insight, Customer Churn Analysis, Retention and Customer journey analysis.

## **Deployed Modern Ticketing System for Better Customer Query Management and Experience Tracking**

- Integration of the unified portal with Zendesk was done to support and take corrective actions on the customer queries and feedback related to different departments.
- Zendesk was being used to keep track of customer experience KPI's like Average resolution time, Average first response time, First contact resolution, and Customer satisfaction score, etc.

## **Setting up DevOps Best Practices**

- The team set up DevOps to accelerate the release frequency of applications and used DevOps best practices for code branching.

## The Benefits

A highly intuitive, intelligent and unified platform for improved customer satisfaction and new customer onboarding experience with significant reduction in maintenance costs.

- ▶ A single platform for customers, offering a 360-degree view of their policies and transactions across all product lines, resulting in enhanced customer satisfaction.
- ▶ Consolidated insights received from the unified portal enabled the client to improve user training and simplify new customer onboarding.
- ▶ Increased opportunity to cross-sell and up-sell products driven by insights received on 360-degree view of customers' previous transactions with the brand.
- ▶ Significant reduction in maintenance costs related to maintaining and managing customer data across multiple sources and portals.
- ▶ Highly optimized operations due to reduction in technical debt.



**Drive More Revenue and Better Customer Experience  
with A Powerful Self-Service Customer Portal**

**Connect with Our Insurance Technology Experts**

### About Damco

Damco Solutions, with two decades plus industry experience, is the trusted technology partner to the Insurance organizations worldwide. With dedicated Centers of Excellence in a multitude of technologies, professional expertise across the length and breadth of Insurance operations, and an agile transformation approach – we enable Insurance businesses to build a customer-centric digital-first organization.

For more information on Damco's Insurance Tech offerings, contact us:

☎ +1 609 632 0350

✉ [info@damcogroup.com](mailto:info@damcogroup.com)

🌐 <https://www.damcogroup.com/insurance/>