

Online Insurance Portal (E-Commerce, CRM)



Client's Background

Client is a successful businessman in New-Zealand. He is an insurance broker and deals with other financial services.

Issue

Market competition was very high. It was a challenging situation to start a portal that will sell cover insurance policies. We have to promote his brand and need to develop a promising site so that people can understand it easily and are ready to purchase insurance cover online. Calculations, reports, insurance cover certificate, Reminders, Payment are integral part of the system but that was not a big deal for us.

Aim

Client has a basic website but is willing to have a site (e-commerce portal with powerful administrative panel) where he can sell a wide range of insurance policies and can maintain. To measure an insurance cover he had developed few logics that would take few inputs from the user and give accurate cover value for selected insurance policy.



Recommended Solution

We have developed powerful and user friendly admin that helps our client to manage policy data and also customer's details, policy certificate, reminder before policy expiration etc. We have developed a Front website such as user friendly that really talks with the end-user. Facility to pay in monthly installment and one time pay is also allowed. FAQ , Call and chat support make the user's journey quite easy. All customer's details and certificates are stored in encrypted format so that no one can misuse it. One copy this data has been automatically stored on AWS in encrypted format and fetch as per requirement.

There are other solutions/ enhancement /features :

- 57% increase in users as compared to offline and old static websites.
- Appearance on google strengthens the brand value.
- Reminders like policy expiration and installment makes the end-user's journey easier.
- Facility to review all the types of Transactions.
- Huge Data Traffic handling without failure.

Technologies

- Google API Integration
- Third Party Payment API
- SMS Gateway API
- Javascript , Ajax, JQuery
- MySQL Database
- PHP / Codeigniter



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