



ValueMomentum Case Study

Digital Transformation Roadmap for a Fortune 500 Financial Services Company

Results

- Established architecture for realizing vision of providing seamless customer & agent experiences
- Architecture entails scalable cloud-based platform with emphasis on leveraging company's core functions, data and assets via an API gateway, and enriching engagement with common frameworks to support web, mobile, social and connected devices

Business Situation

Our Client is a leading fortune 500 financial 500 service company.

This Carrier had embarked on a multi-year digital transformation of its agent engagement applications.

The digital transformation intended to:

- Engage customers and agents in their preferred method of interaction
- Provide customers and agents with a seamless experience through digital services, while focusing on millennials
- Reduce call volumes

Challenge

The client had started developing web & mobile apps for multichannel sales and services. However, to provide a seamless omni-channel experience, the technology architecture needed to support:

- Consistent experience across apps (mobile, web and connected device)
- Informative & understandable apps, that provide contextual help, enable collaboration, relevant alerts & notifications and support all transactions
- Foster re-use of core functions, transactions, and data to enable front-end innovation

Solution

ValueMomentum partnered with the Carrier to define a digital technology architecture that combined consulting staff with that of the carrier's. Engagement highlights included:

- Assessed business vision and defined core capabilities for digital platform
- Defined integration methods to unlock functions, transactions and data from core systems
- Assisted with technology platforms selection
- Established digital architecture roadmap

About ValueMomentum

ValueMomentum provides Software & Services to Insurance, Healthcare & Financial Services firms.

Our Software offerings address Rating, Product Lifecycle Management, Agent Portal and Application Submission. Our Services offerings include Digital Services, Application Services, Cloud Services, Customer Communication Management, Quality Assurance & Testing and Analytics.

Contact ValueMomentum today by writing us at solutions@valuemomentum.com or visit www.valuemomentum.com.

Industry Recognition



Recognized by Tech Decisions & Novarica as Winner of 2012 RAVE Award based on high scores achieved in Novarica's Average Customer Experience (ACE) Rankings and in an Insurance Networking News and Financial Insights (an IDC Company) survey as "Up & Coming" and "Adds Best Value".

Ranked 24th in Deloitte Technology Fast 50 India, 225th in Fast 500 APAC.; Information Week EDGE Award for "Product Design & Rating"



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