



## Customer Self Service Portal for Farm-based Regional Carrier

### Results

- The Self-Service Portal helped improve customer satisfaction & increased service efficiencies
- Integrated customers details repository with the policy admin system and avoided duplication of data thus reducing rework and maintenance costs, while providing for a scalable architecture to enable future service functionality

### Business Situation

Our Client, a Farm Bureau Insurance Carrier, had recognized the shift in demographics and the implications on the preferred channels of transacting business with the Insurance Carrier.

Insureds increasingly expect to view policy information online, and engage with the Carrier for a variety of transactions through multiple channels of their choice and convenience.

To align with this vision, the Carrier sought to provide self-serve capabilities to its Insureds via a portal.

### Challenge

Existing systems were not easy to extend to the web via a portal. The customer self-service portal was expected to:

- Provide a portal infrastructure that would be exposed through the web
- Provide Self-Serve capabilities in order to view policy and billing information, make online payment, report a claim, view claim status
- Integrate with the documents repository to view & print policy documents
- Extend the portal framework for other transactions

### Solution

ValueMomentum assisted in architecting, designing, developing and deploying the solution. Highlights include:

- Proposed key technology components and their business benefits, to institute the portal architecture.
- Solution was built using SharePoint 2007 infrastructure
- Designed and built custom web parts
- Integrated other business components and data services by exposing them through .Net WCF services
- Integrated the solution with Policy Admin and document repository

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## About ValueMomentum

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

Our Software is offered as part of our Foundry family of products that addresses Product Configuration, Rating, Underwriting and Agent Portal. Our Services offerings include Application Development & Systems Integration, Enterprise Content Management, Quality Assurance & Testing, Information Management & Business Intelligence and Customer Relationship Management.

Contact ValueMomentum today by writing us at [solutions@valuemomentum.com](mailto:solutions@valuemomentum.com) or visit [www.valuemomentum.com](http://www.valuemomentum.com).

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## Industry Recognition

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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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