



IBIL Solutions

# Case Study

**Mobile based Customer Acquisition  
System for an Insurance company**

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## The Client

The client is a General Insurance provider that provides various forms of policies to customers.

## Challenges

The initial sourcing acquiring cycle (lead capture and policy request capture) was fully paper based and heavily manual, with a long TAT for completing the policy issuance.

## Solution

The solution involved a mobile based platform (Android) to provide the following functionality through an Insurance Agent assisted model –

- Lead capture through mobile along with phone number validation through OTP
- Policy Quotes provided through integration with backend Quote system
- Policy request capture, including customer details (including Customer Photo & KYC, enabled by using Mobile Camera) and policy details for different policy types, along with integration into the core CRM system
- Status tracking view of the policy request through various stages
- Customer notification through SMS / e-mail for key activities in the issuance lifecycle
- Agent tracking using Mobile GPS to capture location and enable navigation by integration with Google Maps

## Technology

- Android 4.x+
- Java/J2EE on Tomcat Application Server
- Web Services (REST)
- MySQL Database

## Benefits

The solution provided reduced the paper based processing and there was significant improvement in the TAT for policy issuance.



## About IBIL Global

IBIL Global ([www.ibilglobal.com](http://www.ibilglobal.com)) is an IT services company based in Sydney, Australia with an offshore centre in Technopark, Trivandrum, India. IBIL Global helps customers improve business resilience by providing solutions that integrate deep industry insights, leading technologies and future-ready processes. IBIL Global's application testing services enhance the quality of the applications whilst reducing costs, saving development time, maximizing customer's ROI from QA and Testing.

We are highly proficient in the areas of application testing and providing high-end solutions around quality management products. We also specialize in ERP application implementation, customization and business analysis. We address the critical challenges of today's business community with innovation and initiative.