



Developing a user-friendly customer portal for a
European Life Insurer



Business-to-IT Connect | Engage the Future | Execution Excellence



L&T Infotech

Client description:

Our client is part of a leading Financial Services Group in the Nordic and Baltic Sea region, providing life insurance and pensions related services.

Business challenges

The existing IT landscape of the client comprised multiple systems dealing with customer management, policy administration, investment advisory, unit-linked products and accounting. This led to many challenges, including:

- Processes for policy/benefits servicing were based on manual workflow. Servicing requests and new applications came in non-standard formats such as emails and excel sheets. This manual workflow was prone to errors, redundant data entry and increased turn-around time.
- Client, product and plan information resided in silos. Customer service representatives needed to log into different systems and access desktop applications when they wanted information.

L&T Infotech Solution:

The existing IT landscape of the client comprised multiple systems dealing with customer management, policy administration, investment advisory, unit-linked products and accounting. This led to many challenges, including:

Our teams developed a set of web-based applications that were essential for increased growth and better customer service. These included:

- Group Business administration
- Customer self-service pension advisory tool mation
- Financial need analysis tool

The applications now have an enhanced, user-friendly web-based interface. The old paper-based processing has been replaced by a dynamic, PDF generation module that also allows for administration of new business and transactions.

In an ongoing engagement, we have provided over 100 person months of effort in maintaining and enhancing the applications.

Benefits for Client:

The portal has delivered benefits like:

- Higher value to customers through self-advisory tools
- Reduction in turn-around time
- Better product presentation
- Effective administration of new business
- Value-added advice for pension fund management

About L&T Infotech

Larsen & Toubro Infotech Ltd. (L&T Infotech), a global IT services company, is a 100% subsidiary of Larsen & Toubro (L&T), a multi-billion conglomerate, and India's largest Technology, Engineering, Construction, Manufacturing and Financial Services organization, with global operations. L&T Infotech is ranked by NASSCOM as the 8th largest software & services exporter from India in 2013. It is differentiated by its three-pronged value proposition, encompassing Business-to-IT Connect, Execution Excellence and Engage the Future.
