AUSTRALIA'S CHARITY HEALTHCARE

We transformed Australia's charity health fund into a tech-savvy powerhouse, empowering users with seamless quotes and enhanced engagement through AEM, Salesforce, and UME integration.

Industry
Life Insurance

Solution
Salesforce

Location
Australia

CLIENT OVERVIEW

Australia's top not-for-profit health fund, established in 1932, has evolved into a leading insurer, prioritizing the well-being of 1.8 million Australians. Dedicated to exceptional care, they recently expanded their offerings, introducing a seamless quote system. The client's guest portal now lets users independently generate quotes.

BUSINESS CHALLENGES

Integration with Salesforce CRM
Integrating quote pages with Salesforce CRM, ensuring smooth interaction between users and CRM system.

Authorable AEM Pages
Implementing AEM for authorable pages for effective content management.

Dynamic UME QA Page
Developing a user-friendly Underwrite Me (UME) QA page with dynamic question generation and real-time data exchange.

Scalability & Performance
Ensuring system's capability to handle larger user concurrent interactions and maintaining acceptable response times.

BUSINESS SOLUTIONS

Duplicate Product Page for New Offerings
Duplicate product page was fulfilled using authorable AEM pages.

Informative Quote Funnel Page
Implemented an informative quote funnel page for detailed new offerings information.

UME QA Page
Improved UX with a dynamic, user-friendly UME-based QA page.

Guest User Portal Feature
Guest portal enabled independent quote creation and customer acquisition.

HIGHLIGHTS

- Used Adobe Experience Manager (AEM) for content is easily edited and customized by authorized personnel, highlighting a user-friendly approach.
- Achieved seamless integration of the initial quote page with Salesforce CRM, improving user interactions and enabling customer acquisition without physical agent assistance.
- Implemented a dynamic Underwrite Me (UME) QA page as a single-page application, offering an interactive and custom quoting experience based on user responses.
- Introduced a new feature enabling users to create quotes and acquire customers independently within the client's guest user portal, eliminating physical agent assistance needs.