Suyati℠
dream. dare. do

CASE STUDY

Fueled digital business agility with optimized website and seamless user experience for a leading insurance company

About Suyati

Suyati is a fast-growing, digital transformation solutions company that helps you rebuild your customer experience for the digital consumer. We collaborate with businesses to strategize and implement impactful digital initiatives that position our clients ahead of the competition.

Learn more: **www.suyati.com**
Get in touch: **services@suyati.com**

Executive Summary

With the advent of new digital disruptions, it is important for businesses to stay on track and leverage the most advanced technologies available in the market. A leading insurance company, on understanding this scenario, approached Suyati to drive their digital transformation. We delivered a power packed web solution with enhanced user experience.

About the Client

The client is an established life insurance company based out of Bangalore, India. They distribute their products through multi-channels viz. Agency, bancassurance, corporate agency and broking as well as direct channels. The company is focused on providing long term protection and savings solution plans and has a strong traditional product portfolio with a consistent bonus track record.
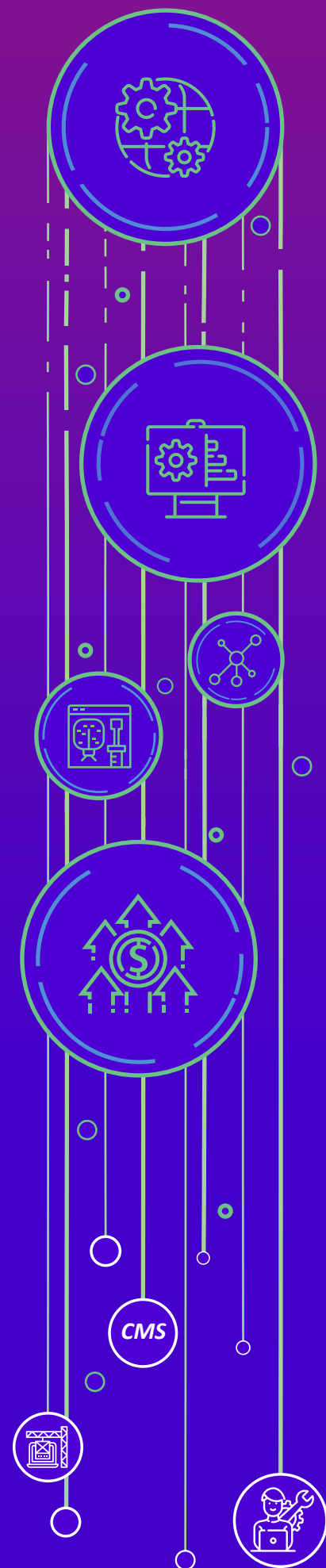
The Background

The client wanted to broaden the scope of digital customer experience beyond their traditional website to meet the increasing digital channel requirements. The site, previously developed in the legacy version of Sitefinity, lacked responsive design and security practices adhering to latest portable devices. Our task was to revamp their corporate website by leveraging the latest technologies, with an intention to further improve the UI/UX experience.

Suyati's Approach

- **Build seamless user experience**
- **Standardize web presence**
- **Customize and increase functionality**
- **Quality Analysis**

Technology Landscape

- **Browsers supported in Desktop –** IE 11, Firefox (Latest Version), Chrome (Latest Version)

- **Devices –** Nexus 5X, iPhone 6S and iPad Mini 2

Solution Highlights

- Developed a corporate website using Sitefinity CMS 9.1 platform
- Delivered intuitive functionality with personalized features to amplify traffic
- Provided constant support in adapting to website adoption statistics
- Performance testing, Ethical Hacking Prevention and Penetration Testing

What the Client Loved

- The ability to account for progressive traffic increase with emphasis on performance and quality
- Increased functionality and improved response time by repurposing existing code
- Enabling users to create, retrieve, and update the data related to forms to improve the efficiency
- Improved Accessibility, Page Load, Page Size and Page Performance
- Multi layered data security configuration

What's next?

There are several projects currently in the pipeline, which are set to take as per the client's requirement timeline. We are currently working on an Alumni portal to enhance their Alumni networking.