Success story

Insurance, Investment and Policy Services and Products sector company

Development of Mobile Application for clients that offers innovation in the self-management of main insurance services

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Technological trends for service transformation

Managing main services from mobile device

Corporate Challenge

 The ability to respond to customers' needs quickly when problems arise or when there is a need for immediate payment of claims can be achieved by having a financially strong work team, highly professional staff who are responsive and experienced. Knowledge and tools such as the latest technology is used to provide the best possible service to customers and policyholders.
 To provide more value to all customers using the best trends in technology, the company asked SMX to develop a Self-service Management project, which places it as the avant-garde company that transforms customer service.

What SMX Services & Consulting Inc. Did

The strategy for the mobile application was developed based on three factors: innovation, trends, and transformation. By incorporating these factors into the app, management will be able to significantly improve customer service while simultaneously increasing user enjoyment; especially in the areas of

- Administration of Policies
- Creation and follow-up of claims Payment of Policies
- Information and management of additional services

With the development of Methodology and best practices that specific applications require, SMX has delivered to the company an application that puts the focus on the customer experience by improving communication with your insurance company.

The potential for improvement in response processes to customer requests via self-management is a logical evolution. Now users manage their policies without waiting for an agent, they can report claims from wherever they are and carry out the corresponding follow-up in an easy and simple way, pay their acquisition or renewal policies with the method of their choice and different validations to ensure that they don't make double/triple payments to their policies.

The value in the customer experience is a priority

"Supporting the Digital Transformation"

SMX
Services & Consulting, Inc.