Integrated, unified **cloud platform** for an insurance provider

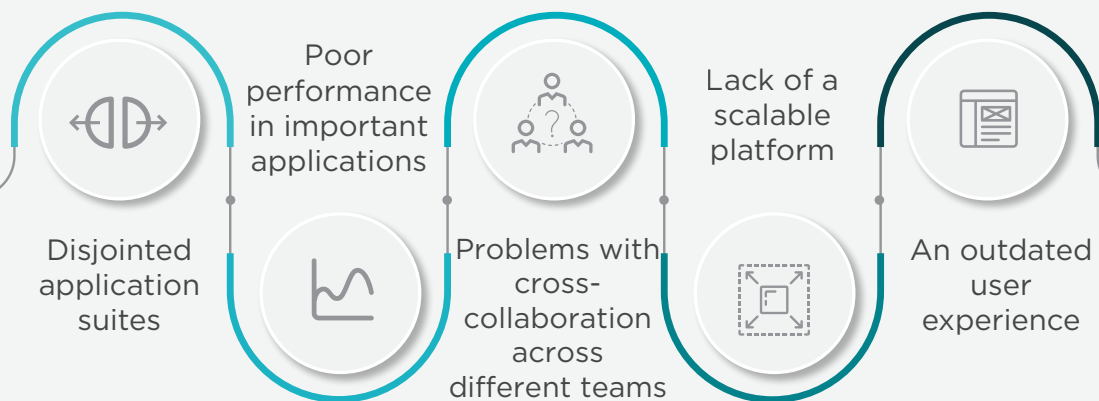## HCLTech architected a bespoke Salesforce solution

Client overview

The company is among one of the world's leading providers of insurance, annuities, and employee benefit programs. Having been in continuous operation for more than 150 years, the company is now a household name that serves 90 million customers across 60 countries. With leading market positions in several key markets, the company is now seeking to digitize its operations to serve its customers better.

Challenges and goals

Being a large, multinational conglomerate, the company was deeply concerned about the redundancies that had developed over the years. These redundancies were further compounded by a fragmented data management policy and the lack of a holistic digital strategy. The company faced the threat of being disrupted by some of its younger, nimble, and more digitally savvy counterparts.

Other difficulties that the company faced included:

Poor performance in important applications

Lack of a scalable platform

Disjointed application suites

Problems with cross-collaboration across different teams

An outdated user experience

HCLTech's solution

The client needed to go back to the drawing board and required a ground-up, enterprise-wide digital transformation strategy that would ensure their continued leadership position in the digital era. They had the need for a world-class user experience for their customers and wanted a single point-of-entry for all their applications. Finally, they also wanted a comprehensive data architecture that would eliminate data-related issues and provide a clear view of the company processes and data flows. All this required a partner with a distinguished track record of implementing digital transformations, and thus, the client reached out to HCLTech.

Since the company had a sprawling cluster of offices that served nearly 100 million customers, the digital transformation exercise would need to be thorough and address all the operational aspects of the company. Knowing this, HCLTech's experts conducted a deep-dive analysis of the company's as-is situation and superimposed it with the solution they had in mind. HCLTech's team of experts instinctively knew that Salesforce would be the ideal cloud partner for the company. Integrations were done through DWH, Poseidon, DocuSign, TESSI, and MediaTech.

The HCLTech team executed this project using an agile delivery model to minimize the scope of error. All stakeholders were informed of updates through daily scrum meetings and had access to a detailed sprint backlog file that gave them a 360-degree view of the scope and progress of the project.

In light of the company's mandate to provide the best experience to its users, HCLTech went above and beyond mere technology implementation and oversaw all aspects of the transformation, including strategy, governance, and solution evaluation. The same care was displayed in several architectural considerations as well. This holistic approach to digital transformation was a phenomenal success and the client was immensely satisfied with the results.

Outcome and Impact

HCLTech's solution revitalized the client's processes, improved application latency, and instituted a data governance framework that eliminated human errors and the need for manual intervention. The team achieved these goals by redesigning the customer care application, building a cloud-based customer community, migrating the client's disjointed applications suite to Salesforce industries, and integrating event monitoring and encryption capabilities into the platform.

Through this unified platform, the client has now been experiencing smooth operational flows and the following benefits:

Central governing body through Salesforce CoE

Single source of truth for all verticals

Improved end-user satisfaction

Lower maintenance costs

Zero data redundancy

For any queries, please reach out to us at **digitaltransformation@hcl.com**

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