

INTEGRATED DIGITAL EXPERIENCE PROGRAM FOR A HEALTH INSURANCE FIRM

BUSINESS GOALS

The customer is a large managed healthcare company that markets and administers health insurance services across the U.S. They partnered with Atos Syntel to consolidate various disconnected websites (~18 public websites) into a global portal to provide a consistent online customer experience—"One face to customer" paradigm.



BUSINESS BENEFITS

- Improved cross-selling opportunities, brand recognition, unified look and feel and search ability of all products
- Customer's marketing team had full control on the presentation markup, resulting in faster time to market
- Uniform user experience and consistent organization branding across all pages
- Personalized experience with capabilities, communication, and channels tailored for each segment
- Seamless multi-channel service – seamless experience across any channel, anywhere, and anytime for any segment

SOLUTION

- Atos Syntel architects assessed the architecture of the existing websites and devised a SOA strategy for the new platform to ensure reuse of existing business logic
- Defined service taxonomy and identified SOA service candidates using 'bottom up' and 'top down' approaches
- Rolled out work streams to separate the presentation layer from business logic in the existing website
- Refactored and surfaced the existing business logic as SOA services
- Redesigned web applications to bring them under a single technology platform based on Sitecore WCM
- Devised a strategy for a UI component factory (Sitecore widgets), to enhance reusability and deliver a consistent look and feel
- Leveraged Sitecore Analytics for web event tracking

About Us

Atos Syntel is a leading global provider of integrated information technology and knowledge process services. Atos Syntel helps global enterprises evolve the core by leveraging automation, scaled agile and cloud platforms to build efficient application development and management, testing and infrastructure solutions. Our digital services enable companies to engage customers, discover new insights through analytics, and create a more connected enterprise through the internet of things. Our "Customer for Life" philosophy builds collaborative partnerships and creates long-term client value by investing in IP, solutions and industry-focused delivery teams with deep domain knowledge.

To learn more, visit us at: www.atos-syntel.net