**Case Study**
# Industry: Insurance

*STS* ™

## Client

The customer is a multinational information technology, consulting and management giant. They employ over 68,000 professionals in 40 countries across the Americas, Europe and Asia Pacific to provide end-to-end IT and business process services.

## Executive Summary

The customer, whose one of the area of specializations is IT outsourcing, wanted to cater to insurance domain. To facilitate the evolution of client servicing and businesses, they wanted a comprehensive website that would showcase their values, products and cater to their growth as well.

Synergy Technology Services, having worked with a number of clients in BFSI domain was given the opportunity to develop their website.

## Technology

+ PHP 5.x
+ HTML 5 & CSS 3
+ Drupal framework
+ Soap Client for webservices
+ MySQL

## Solution

With a lot of players in healthcare insurance domain, the customer wanted a website that defines their values and culture of serving people. This website should be capable of innovative distribution of healthcare insurance products.

+ Developed a responsive website with rich features that is compatible across devices.
+ Integrated three different third party APIs to provide a comprehensive web experience.
+ The website will enable the consumer choose the product plan and buy according to their needs and capital.
+ Integrated social media engagement modules to enable the customer interact in the social space.
+ Every lead generated or converted will be automatically logged into their Salesforce CRM tool.

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## Challenges

+ Integrating three different third party APIs and making them work seamlessly.
+ Complexity in the requirement.
+ Time critical delivery.

## Business Impacts

+ A unique service model for the target segment.
+ Maximized agility and competitiveness.
+ Coherent delivery of the products to their customers.

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