

HEXAWARE

Digital Transformation: Insurance Mobile App Development



Client

| Client

Challenge

Solution

Benefits

Summary

Transforming Customer Experience in Insurance

Our client, a leading U.S.-based property and casualty insurance company, sought to achieve the **benefits of digital transformation in insurance** by redesigning their mobile app. The company, known for protecting families, homes, and businesses, aimed to modernize its digital tools to enhance customer satisfaction and streamline policy management.



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Overcoming Legacy App Limitations

The existing app was no longer sufficient in meeting customer expectations. Common issues included:

- A policy-centric ecosystem that was not user-friendly.
- Navigation challenges that made it difficult for users to access policy information or file claims efficiently.
- The app's design was outdated and unintuitive and didn't align with modern standards for **insurance mobile app development**.
- The claims process remained cumbersome, creating stress for customers during critical times.

To address these issues, the client required a partner to help them focus on usability, personalization, and cutting-edge technology.



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Customer-Centric Insurance Mobile App Development

Hexaware's [Insurance IT Services and Solutions](#) team partnered with the client to deliver a state-of-the-art mobile app that redefined **digital transformation in insurance**. Key components of the solution included:

Customer-Centric App Redesign

Policies were restructured to reflect insured assets such as cars or homes, making the app intuitive for users. This shift marked a significant step in achieving **digital transformation in insurance industry** design principles.

Enhanced Functionality

- A revamped dashboard provided customers with quick access to ID cards, claims filing, and billing information.
- Biometric authentication, including Face ID and fingerprint login, streamlined secure access for users.

Claims Process Optimization

Hexaware integrated third-party services to automate roadside assistance, glass replacement, and claims tracking, ensuring a frictionless customer experience.

Robust AWS Infrastructure

The app was powered by AWS services, leveraging secure backend integration, seamless user authentication, and compliance monitoring.



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The Impact of Digital Transformation in Insurance

The revamped app delivered substantial benefits aligned with [insurance digital transformation](#) goals:

- **Customer Satisfaction:** Achieving a 4.6-star rating, customers praised the app's intuitive navigation and enhanced features.
- **Operational Efficiency:** The claims process was simplified, reducing customer frustration during emergencies.
- **Modernized User Experience:** The app became a benchmark for **insurance mobile app development**, setting new standards for **digital transformation in the insurance industry**.



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Redefining Digital Transformation in the Insurance Industry

Hexaware partnered with the client to revolutionize customer experience by developing a modern, customer-focused mobile app that sets new standards for user experience. This project showcased **digital transformation in insurance** by reimagining how insurers engage with policyholders. The result was a streamlined, efficient, and user-friendly digital tool that elevated the client's reputation as a technology-forward company.



About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With this purpose gaining momentum, we are well on our way to realizing our vision of being the most loved digital transformation partner in the world. We also seek to protect the planet and build a better tomorrow for our customers, employees, partners, investors, and the communities in which we operate.

With offices across the world, we empower enterprises to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at <https://www.hexaware.com>.

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