

**INSURANCE AGENCY WEB APPLICATION**

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**CLIENT PROFILE**

Among the other insurance companies in Sweden, the client's Insurance Agency offers a wide range of plans to the customers. These plans fulfill all the needs and necessities of the buyers at a very economical price. Some of the most common plan offered by the client's agency are protection plan, ruler plan, child plan, retirement plan, saving plan, health plan, term plan and group insurance plan.

**BUSINESS CHALLENGE**

The client demanded a team to design a website specifically for the insurance industry that can provide insurance plans to a lot many people in need. As an insurance agent, the client didn't just need any web application, the client desired for a web customer portal that could help run the agency more efficiently. The client requested a web platform that could help his customers to recognize and find the client's business easily without navigating through a bunch of irrelevance on the Internet.

The world we live in is full of uncertainties and risks. Individuals, families, businesses, properties and assets are exposed to different types and levels of risks. These would include risk of losses of life, health, assets, properties & so on.

The client's agency desperately needed to establish a local presence and a customer portal to help those in need.

**SURETEK SOLUTION**

Suretek is dedicated to making sure that customer experience is seamless and thus decided to take on the assignment. The next step was to deliver a robust and secure customer portal.

During the discovery for the project, our solution revolved around providing the client with digital marketing, Mobile responsiveness loaded with content and secured with SSL encryption. Social Media Marketing. PPC Advertising. Reviews & Reputation. Search Engine Optimization. Local Business Listings. Were a few of the solutions provided to the client.

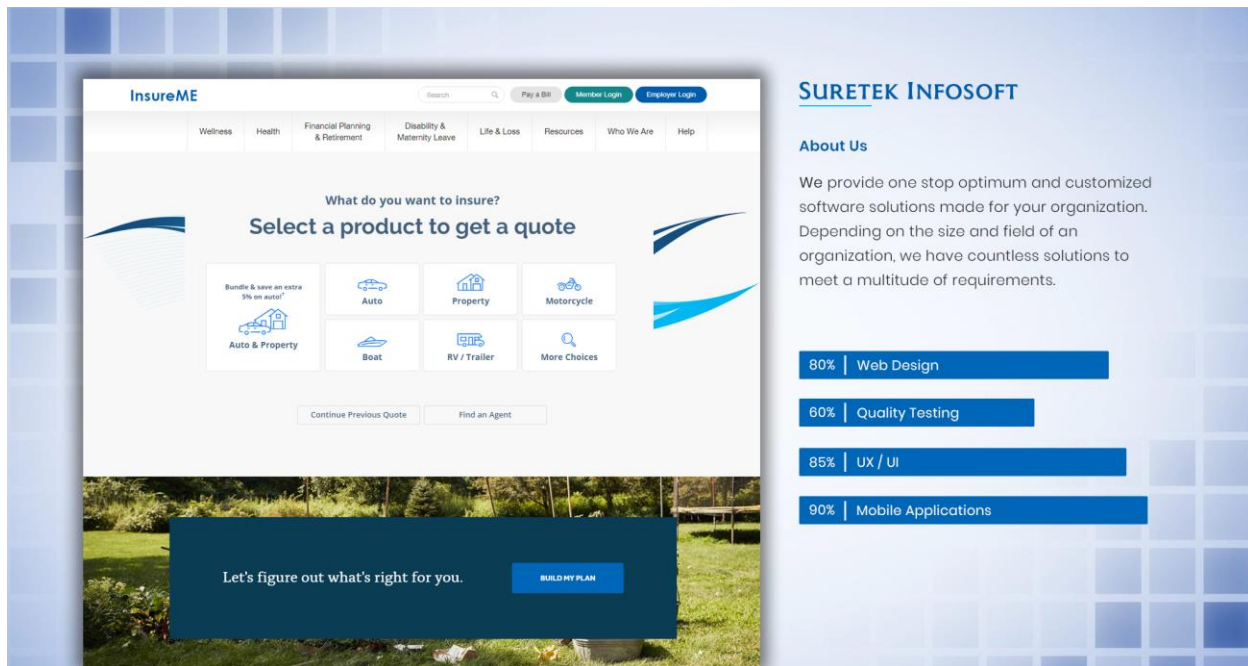
**Suretek's contribution and work profile:**

- Implemented a smooth user experience with a clean design, intuitive navigation and user-friendly attributes.
- Search Engine Optimization for empowering social & local search.
- Social media management panel was integrated.
- Email auto-responder campaigns were employed.

## SURETEK INFOSOFT

## *CASE STUDY*

- Blog page with customization was provided.
- Landing page designed.
- Ability to empower monthly email newsletters was provided.
- Email Account management was employed.
- Setting up of google analytics.
- SSI/TSL certificate was provided.
- Policy center integration was provided through admin panel.
- Third party Digital Payment integration to increase
- Customer service portal that allows the client's customers to print ID cards directly.
- Responsive Web Application for better engagement of users in various devices.
- Consumer quoting and client center modules were deployed to enhance the overall experience.
- These features along with client log-in panel made the portal be more efficient and effective with the client's online and offline marketing efforts.



The image displays a screenshot of the InsureME website. The main content area features a navigation menu with categories like Wellness, Health, Financial Planning & Retirement, Disability & Maternity Leave, Life & Loss, Resources, Who We Are, and Help. Below the menu, a central heading asks "What do you want to insure?" and "Select a product to get a quote". A grid of product options is shown, including "Auto & Property" (with a sub-note "Bundle & save an extra 5% on auto!"), "Auto", "Property", "Motorcycle", "Boat", "RV / Trailer", and "More Choices". At the bottom of the grid are buttons for "Continue Previous Quote" and "Find an Agent". Below the grid is a large blue banner with the text "Let's figure out what's right for you." and a "BUILD MY PLAN" button.

To the right of the screenshot, the SURETEK INFOSOFT logo is displayed above an "About Us" section. The "About Us" text states: "We provide one stop optimum and customized software solutions made for your organization. Depending on the size and field of an organization, we have countless solutions to meet a multitude of requirements." Below this text is a bar chart showing project completion percentages for various services:

Service	Percentage
Web Design	80%
Quality Testing	60%
UX / UI	85%
Mobile Applications	90%

## TECHNOLOGIES USED

PHP (Laravel Framework), Html5, MySQL, Google Analytics, Third party Payment Gateway.