



CASE STUDY

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# INNOVATING THE CLAIMS PROCESS

Creating an app that allowed both customers and agents to submit claims remotely and easily.



## Challenge

A mutual insurance company realized it was limiting its growth by using a mobile application that was not optimized to process claims efficiently. The application was developed with little strategic planning and was unable to handle the media necessary to submit a claim. As a result, mobile adoption among the company's customers was nearly nonexistent.

In an industry rapidly adopting mobile devices as a necessary means to conduct business, the company knew it needed to develop a solution. With Magenics's vast experience in the financial industry and our unparalleled mobile and user experience practices, the client knew we could help them reimagine their mobile application and turn their customer base into mobile adopters.

## Solution

Magenics completed a current state analysis to determine why the existing application was so ineffective and how the claims process could be improved. Magenics then compared process flows of competitors and used that data to differentiate the client application, ensuring the mutual insurance company would not only catch up but exceed the offerings available in the marketplace.

Following considerable requirements analysis and a close examination of the user experience, Magenics successfully mapped the customer journey and identified key pain points that could be improved with the new app. Magenics then compiled a backlog of development tasks that would need to be accomplished to deliver on the mutual insurance company's goals.

## Results

Rather than redesigning the app, Magenics found a new solution that strategically removed friction from the claims process. The result of this work was an innovative new app that made each phase of the claims process easier for the client's customers. It also provided added value by allowing them to upload pictures and video instantly.

Spurred by an improved customer experience, the app's growth provided valuable data for the client through the analytics suite integrated by Magenics which then allowed them to track and examine user behavior and further improve the experience of the customer.



*The application was rereleased to the marketplace and users flocked to it immediately. In just two weeks the client saw user adoption increase 50 percent.*



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