



Digital Health Platform helped the Insurance Organisation to boost customer engagement and customer satisfaction.

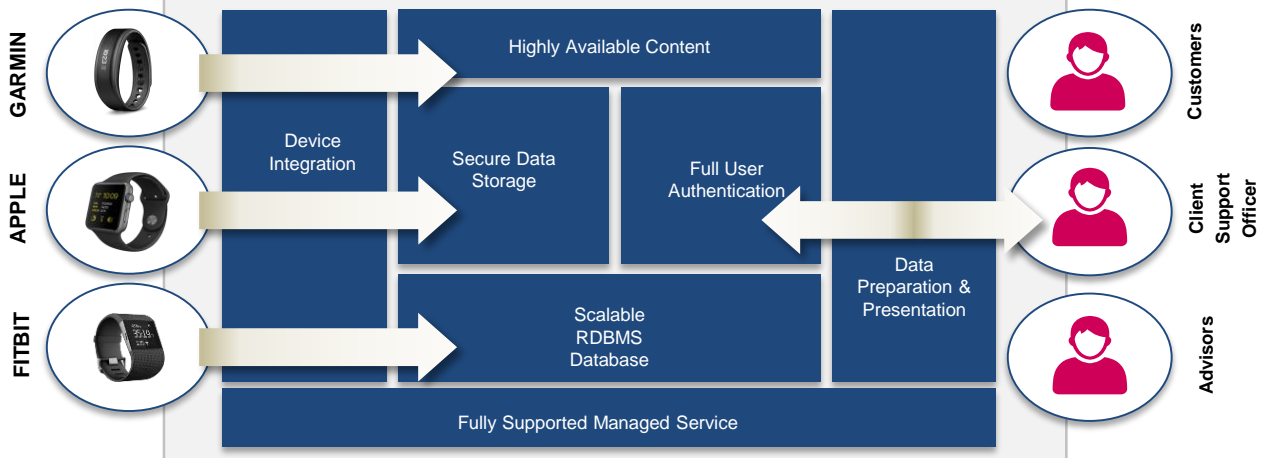
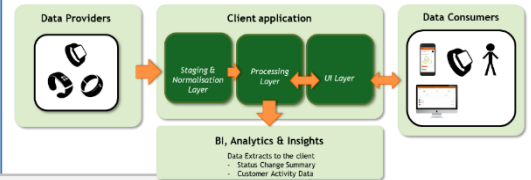
Business Challenges

- Simplify the achievement/goal structure for making it easier for customers to track their insurance premium.
- Uplift customer engagement by employing a simplified user interface
- Usher in an intuitive and functional responsive website that will enable all customers the ability to track and monitor, provide insight into what further activity is needed in order to meet long term targets, run daily reports on customers activation status, challenge activity and goal achievements

Our Solution

Full digital site delivery enabling

- Better customer experience
- Better customer engagement
- Automatically adapts to different devices, screen sizes and orientations
- Rich UI including automations
- Scalable architecture



- ▶ Web service integration of 3 wearable devices)
- ▶ Automated ingestion of device data
- ▶ Full data encryption in-line with industry standards
- ▶ Migration of existing users
- ▶ Ability to add more devices

- ▶ Secure, onshore data storage
- ▶ Scalable server architecture
- ▶ Highly Available content
- ▶ RDBMS Database technology
- ▶ Normalisation of step data for scoring consistency

- ▶ 3 views across 3 user personas
- ▶ Administrator persona comprising authentication and secure access
- ▶ Additional user menu pages
- ▶ BI style reporting
- ▶ Data download & upload capability
- ▶ On-going website servicing and support ticket management

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