



Let's Solve

Case Study

Adobe Experience Manager
Implementation Transforms Customer
Experience for Insurance Major



A Larsen & Toubro
Group Company



Client

Hartford Steam Boiler Inspection and Insurance Company is a leading specialty insurance and reinsurance companies that provide equipment breakdown, engineered lines and other specialty coverage.

The Challenges

Hartford Steam Boiler (HSB) offers a variety of insurance services that are regularly updated with new features, and also launches new services from time to time. But multiple portals or applications were being used to make these services available to their agents as well as end customers. There were several people with the access to update and modify the content on these portals resulting in complex and cumbersome user roles and access management. The disparate systems made it cumbersome to upgrade and maintain all portals. Introducing new products and services was complex and time consuming, making it harder for HSB to interact with their customers and address their needs.

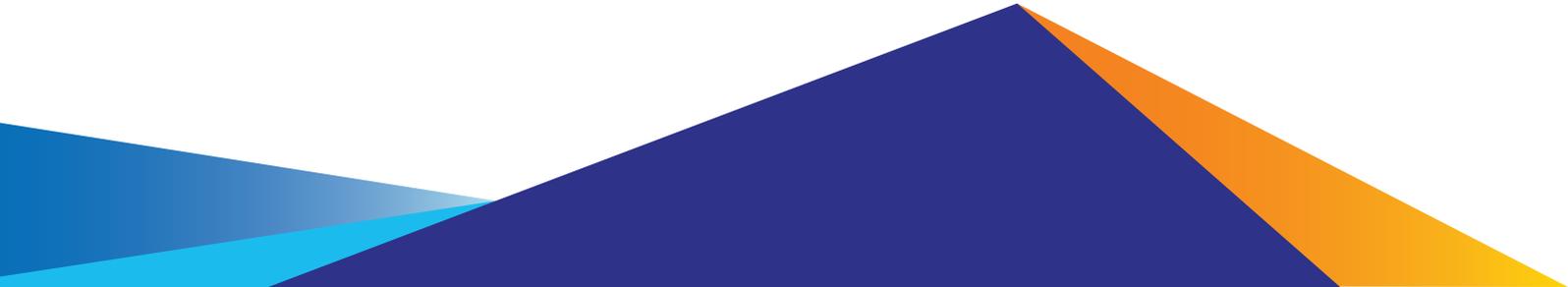
To make it easier for customers to digitally interact with HSB, and for the HSB business units to present their products and services to customers online, HSB wanted to transform their existing websites into a more responsive site that could target a wider set of audiences. They engaged LTI to develop a Foundational Customer Portal (FCP) using the Adobe Experience Manager (AEM) product.

The LTI Solution

LTI designed a digital transformation journey for HSB that would help the company completely change the digital experience for its users. The objective was to make it convenient for individual customers to connect with HSB, and easy for the HSB business units to present their products and services online.

Working closely with HSB, LTI experts provided the blueprint for a Foundational Customer Portal to work as the base framework for all new and existing portals. Adobe products AEM 6.3 (Adobe Experience Manager) and Adobe Launch for Analytics were implemented to help in this journey. LTI helped develop automation using DevOps to make consistent and stable releases of individual layers, and also mapped HSB's content into a more streamlined site architecture and design. LTI also developed Azure active directory B2C for user and identity management and support for localizations such as language and date/time formatting.

LTI helped develop several components and patterns, such as functionalities like Rating tool, Inspection Dashboard and many more, that will be reusable for all existing and new portals that HSB develops.



Business Benefits Delivered

The success of this portal and the value it has generated has encouraged HSB to create new business use cases applying Adobe's AEM suite of products. With this portal HSB has created a standard for all portals with respect to branding, look and feel, and can now easily migrate existing applications and content to this new standardized portal design.

The design is attractive, user-friendly and responsive thus enhancing user experience and encouraging more customer interaction. The built-in capability to capture user analytics and user behavior has helped HSB to offer customized products and services. HSB no longer has to spend time customizing its varied content to cater to the requirements of multiple users and audiences. The portal now has improved functionality and helps rapidly source relevant content and deliver it to a diverse set of users, while maintaining brand and messaging consistency.

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