

Launching a Unified Health App for a Leading Healthcare Financing Company

■ Case Study





Overview

Designing application for better user experience

Our client is a healthcare financing company that offers financial services and assurance products to individuals and families. It provides life, health, car, and other insurance products in 41 markets across Asia-Pacific, Africa, Europe, North America, and South America.



Challenges

Overcoming inefficiencies

The client's South African health division wanted to develop a new application to navigate digital transformation and create a unified health app experience focused on user needs.



Solution

Outcome-driven agile practices and streamlining workflows

We adopted an agile approach and continuous discovery process, enhancing product development and customer-centric design, streamlining internal

workflows, and empowering teams. The collaboration successfully launched a consolidated, user-focused app and established outcome-driven, agile practices within the company.



Impact

User-focused application and enhanced processes

Our solution resulted in the launch of a user-focused app. We enhanced the product development process and introduced the agile approach and customer-centric design. We followed a comprehensive operational readiness framework and delivered SOPs to the client. The automated releases reduced cycle time by 30-35 percent.



zensar

An  **RPG** Company

At Zensar, we're 'experience-led everything.' We are committed to conceptualizing, designing, engineering, marketing, and managing digital solutions and experiences for over 145 leading enterprises. Using our 3Es of experience, engineering, and engagement, we harness the power of technology, creativity, and insight to deliver impact.

Part of the \$4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

For more information, please contact: info@zensar.com | www.zensar.com

