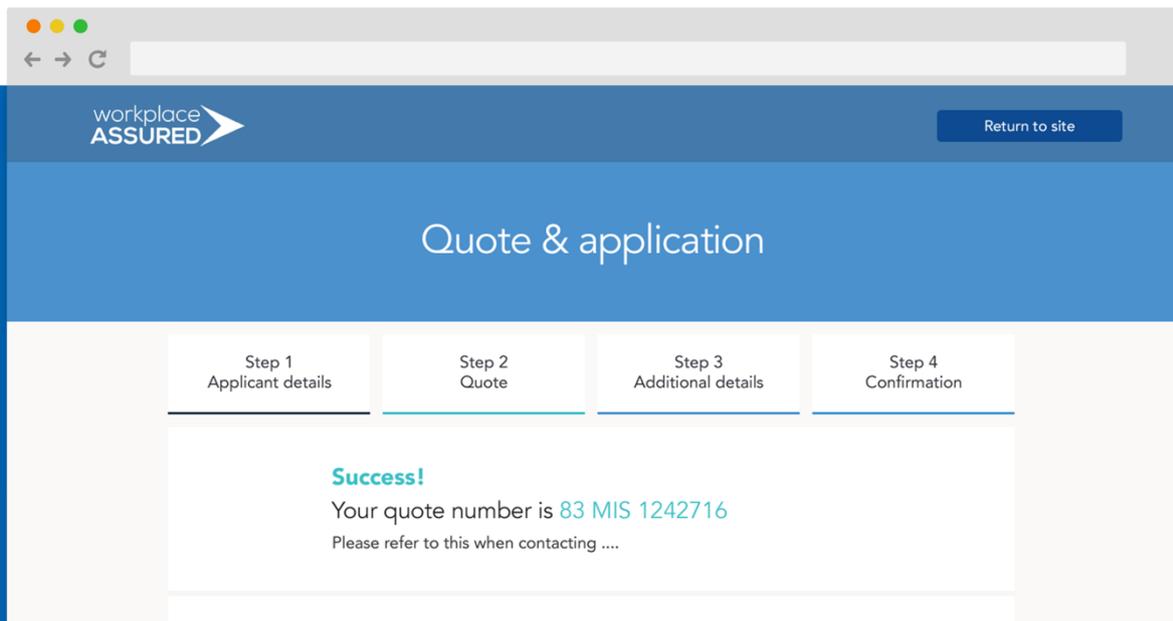




www.workplaceassured.com.au



Workplace Assured Insurance

Interesting

ADDRESS:
Upper Ground Floor
5 Elizabeth Street
2000
NSW

TYPE OF BUSINESS:
Information Media and Telecommunications

INSURANCE
FINANCE

Background

Workplace Assured offer businesses peace of mind by helping to manage employer obligations and removing compliance risk. In partnership with the Australian Business Lawyers & Advisors and CGU insurance, they wanted to move their offline insurance quoting and fulfilment system online to help their business development managers (BDMs) provide workplace relationship solutions for small to medium businesses in person.

Goals

Due to the length of time it took to receive an insurance quote, and then have this approved, a customer could end up feeling frustrated, especially if the application is denied. Workplace Assured's goal was to take their current offline, paper-based approach to providing an insurance quote, and upgrade this to an online format that their business development managers could use in consultation with potential customers.

Challenges

The specialist nature of the insurance provided meant the quoting and fulfilment system required a business development manager (BDM) to guide their customer through the process in person. Core requirements included:

- Responsive, tablet optimised templates
- The ability to 'white-label' the back end and front end solution
- Integration with Microsoft Dynamics
- Notification emails
- Remote access for the insurance underwriters
- Integration with the new Microsoft Dynamics CRM
- E-commerce and invoicing

Solution

Kentico was selected as the best platform, as it would allow the use of the following features:

- Online Forms to help the internal team create and publish Custom Forms without IT support
- Custom Pages so that the user flow and front-end interface could easily be optimised when required
- Email notifications and automatic responses for quick BDM and customer feedback
- Integration with Dynamics CRM

By using conditional workflows and simple feedback loops, potential customers' viewable quotes were obtained in fewer steps and real-time feedback was provided as they progressed through the application. All this was then optimised for a tablet device as this would be the primary method used during client consultations.

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Quote & application

Step 1
Applicant Step 2
Quote Step 3
Details Step 4
Confirmation

Applicant details

Company name (or registered proprietor name)

Trading or registered business name (if applicable)

ABN

Street address

Industry

Nominated email address (Quote & policy schedule sent here)

Website

Total number of employees

Results

Since the initial successful launch, the tool has moved through a further three phases to include remote access for the insurance underwriters and white label solutions for Hunter, Tasmania, Victoria, and South Australia Business Chambers.

For Workplace Assured itself, lead acquisition and retention have improved. There have also been greater internal resource efficiencies including speed to market, and reaction times for new insurance updates.

Key Criteria for Choosing Kentico

The Kentico platform provides a secure platform that is scalable, reliable, and well supported, and it also:

- Allows for easy integration into the Dynamics CRM
- Can facilitate future phases and white labelling without platform changes
- Provides the ability to deal with unique and complex requirements around e-commerce

Interesting

Interesting is an independent technology and design studio creating digital products and brand experiences for a connected world. Founded in 2004, out of a desire to have technology and design work in closer unison, they help organisations innovate, grow, and bring new ideas to life by making the complex simple.

They combine human insights with new technologies and smart thinking to create just about all that is possible within digital, including content managed web and mobile platforms, custom tailored desktop, touch-screen applications, and integrated e-commerce solutions.

They have a proven track record of delivering technically demanding, futureproof, and context-aware solutions. They work as a trusted partner to some of Australia's most famous brands including; Optus, NSW Business Chamber, UBank, and Sanitarium, and brightest creative agencies, including Pusher, Tongue, Sputnik, and Leo Burnett. They have also created an evolved studio model to help and partner with progressive early stage start-ups.

Interesting believes in flexible, timely, user-centric working solutions that behave the way users expect and give brands the freedom to grow and adapt. They hope you do too.



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