

Tata AIG Life

Client Name

Tata AIG Life

Services Offered

Website Development, Technology Development, SEO, Tools & Calculators, Forms, Portal Design. Revamp & Design Integration of Online Sales & Customer Portal.

Technology

Java/JSP, Oracle, Flash ActionScript, JavaScript, HTML/XHTML, CSS, jQuery.

The Client

Tata AIG Life Insurance Company Limited (Tata AIG Life) is a joint venture company, formed by Tata Sons and AIA Group Limited (AIA). Tata AIG Life combines Tata's pre-eminent leadership position in India and AIA's presence as the largest, independent listed pan-Asia life insurance group in the world spanning 15 markets in Asia Pacific.

The AIA Group Limited (AIA) is the largest, independent listed pan-Asian life insurance group in the world, with an unparalleled footprint spanning 15 markets in Asia Pacific. The Group has total assets of approximately US\$90 billion and traces its roots in the region back more than 90 years.

Tata AIG Life Insurance Company Limited meets the savings and protection needs of individuals and businesses by offering a comprehensive suite of products and services covering life insurance, retirement planning, accident and health insurance, as well as wealth management solutions through its savings plans.

The Brief

Indian Insurance industry is shifting gears, from selling policies through personalised touch of neighbourhood insurance agents to dissemination of information online, the new approach to selling insurance is in bridging the gap between customers & companies and bringing everyone together on one platform using the online medium.

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Tata AIG Life wanted aggregation of all its service offerings under one umbrella - apart from propositioning of insurance policies, there was a requirement of an additional portal that serves as a channel of buying, and another portal that address after sales customer concerns, all connected to mother website. Apart from the apparent revamp of the existing website, technology modules were to be developed in tandem to keep up with the new requirements.

During execution, the scope of work was broadened to accommodate technology shift in the development of back-end modules & website – from ASP.Net the project was now to be developed in Java/JSP.

The Approach

HGS Interactive conducted a comprehensive Industry Analysis that shed light on the changing trends in the insurance sector, due to recent insurance regulatory mandates there was a lot of scope to improvise the existing online advertising & marketing approach. Competitor Analysis revealed that the new developments were not explored to the full potential and hence a benchmark for the sector cannot be defined.

The existing website structure was falling short of user feasibility; our digital strategy included a revamp of the website in terms of wire frames, design, usability & content. Additionally, interactive tools & functionalities that guide consumers to make informed decisions and identify products that match their needs were to be added.

The aim was to create a fresh site that is easy to navigate, as per the requirement, with ample call to action and multiple interactive features to engage users and disseminate information in an extremely user friendly manner.

The Solution

- The revamp of Tata AIG Life website involved a diverse range of effort – technology migration from ASP to JSP, website design & development, integration of functionalities & back-end modules to additional development of new modules for various sections – Claims, Feedback that involve user interaction.
- After thorough assessment of brief, HGS Interactive proposed building a digital platform that is intuitive of a visitors' need the moment they visit the website. The first step, wire-frames that classified & segregated information, were chalked out.
- As the website is mostly product-based, a user approach was identified basis which product classification was done. The complete product section ensued route.

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- Heavy cross promotion through-out the website with strategically placed call to action, and tools & calculators that help identify products with needs strengthened & leveraged generation of leads - aptly a LMS functionality was built for the administrator to follow-up queries offline in modules “Meet an Advisor” & “Become an Agent”. The modules are also capable of identifying the source of query as the same is integrated in the code. The call to action bar also has quick premium payment paying options for the existing customers, thereby decreasing the navigation and easing on the number of clicks.
- Addition of interactive features that encourages visitors to engage - Tools that help identify & define product based needs – Technology modules like addition of News, Claims that ease out the back-end workload were added.
- The insurance buying portal – “Buy Online” & customer portal - “Customer”, though confirming to the approved guidelines were developed independent of the mother website.
- The user journey throughout the website was enhanced and segregated into steps – starting from assessing a need through the assistance of “need based calculators” to suggestion of products, calculation of insurance premium amount by premium calculators and further options of meeting an advisor or buying the plan online is well structured. Once the user is sure of a product and wants to purchase it online they are redirected to the “Buy Online” portal wherein user details gets captured through multiple option based forms which are structured using jQuery for convenience.
- The website codes are SEO friendly and follow organic search method by implementing keywords, meta tags & description, hence ensuring high rankings of the website.

Screens



The screenshot displays the Tata AIG Life Insurance Company Ltd. website. The header features the Tata AIG logo with the tagline "A new look at life" and the company name. Navigation links include HOME, ABOUT US, CLAIMS, NEWS, CAREERS, CONTACT US, PUBLIC DISCLOSURES, LOGIN, CUSTOMER, DISTRIBUTOR, CORPORATE, and BUY ONLINE. A secondary navigation bar lists LIFE NEEDS SOLUTIONS, GROUP INSURANCE, MICRO INSURANCE, PLANNING TOOLS, CUSTOMER SERVICE, and KNOWLEDGE CENTRE. The main content area includes a large banner with the text "A new look at life" and "At Tata AIG life we believe that life inspires us to think ahead, hence creating renewed hope and expectation. Which is why our insurance solutions are also one step ahead, giving you the foresight and advantage to adopt tomorrow's changes, starting today. And take a fresh perspective at life." Below this, there are sections for "My Online Retirement and Health Solutions", "News and Press Releases" (with a link to "Syndicate Bank ties up with Tata AIG Life"), "NPA and Fund Performance" (with a link to "Fund Performance: Life Portfolio | Pensions Portfolio"), and a promotional message "And, get a chance to win a Reebok watch!". On the right side, there is a sidebar with a "MEET AN ADVISOR" form (Name, Mobile, SUBMIT), a "PREMIUM PAYMENT" section, and a "FINANCIAL NEED ANALYSER" with links to "My Life Value", "My Independent Retirement", "My Child Education", "My Child Marriage", and "My Wealth Creation".

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HOME | ABOUT US | CLAIMS | NEWS | CAREERS | CONTACT US | PUBLIC DISCLOSURES LOGIN | CUSTOMER | DISTRIBUTOR | CORPORATE | BUY ONLINE

LIFE NEEDS SOLUTIONS | GROUP INSURANCE | MICRO INSURANCE | PLANNING TOOLS | CUSTOMER SERVICE | KNOWLEDGE CENTRE

Home >> Life Needs Solutions >> Risk Plans

Risk Plans

- Tata AIG Life Raksha
- Tata AIG Life LifePlus
- Tata AIG Life Assure Lifetime Plans

Health Plans

Savings Plans

Child Plans

Retirement Plans

Wealth Plans



Risk Plans

Being the sole earner of your family is a big responsibility. Now consider an unfortunate event, if something were to happen to you. Who will provide safety and security to your family in your absence?

It is important to ensure your loved one's financial security to meet the uncertainties and make your family feel fully protected. One of the best ways to do this is through Term plans, the purest form of our insurance.

MEET AN ADVISOR

Name:

Mobile:

SUBMIT

PREMIUM PAYMENT

BUY ONLINE

FINANCIAL NEED ANALYSER

- My Life Value
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LIFE NEEDS SOLUTIONS | GROUP INSURANCE | MICRO INSURANCE | PLANNING TOOLS | CUSTOMER SERVICE | KNOWLEDGE CENTRE

Home >> Customer Service >> Fund Performance

Fund Performance

Premium Payment

Policy Servicing

Cashless Hospitalisation

Grievance Redressal

Feedback

Fund Performance - Life Portfolio | Fund Performance - Personal Portfolio

Life Fund Performance Report

If you've invested in Unit-Linked policies, you can find out how well your fund has performed in the past year by reading our Investment Report.

QUICK GLANCE | 2011 - Month : | **NEW PRODUCTS SHAPSHOT** | 2011 - Month :

Monthly Fund Performance - 2011

January

Monthly Fund Performance - 2010

January	February	March	April	May	June
July	August	September	October	November	December

Monthly Fund Performance - 2009

MEET AN ADVISOR

Name:

Mobile:

SUBMIT

PREMIUM PAYMENT

BUY ONLINE

FINANCIAL NEED ANALYSER

- My Life Value
- My Independent Retirement
- My Child Education
- My Child Marriage
- My Wealth Creation

The Result

The new Tata AIG Life website is well received by audience and traffic on the site has improved exponentially. With the added functionalities users have more freedom to make informed choices, with the help of various tools & calculators – information is now available on a click. Easy dissemination of information is resulting in revenue generation through conversion of product enquiry on the main website to secured gateways for sales on the web portal meant for buying insurance.

HGS Interactive achieved bringing together the main website & portals by using a mix of breakthrough technologies on the web, which on implementation of the project achieved its ROI objectives in the form of web sales and greater user satisfaction with customer portal.