

## INSURANCE COMPANY LAUNCHES NEW DIGITAL ECOSYSTEM WITH SITECORE EXPERIENCE PLATFORM

An excellent digital customer experience ensures that customers feel valued and understood. Because of that, companies are increasingly investing in the development of their digital ecosystem. Our client is no exception and counted with Noesis to migrate its website to Sitecore Digital Experience Platform, improving its customer experience and overall satisfaction.



Business Unit:  
**Enterprise Solutions**

Solution:  
**Sitecore**

 **7**  
Months

 **6**  
Noesis  
consultants

 **2**  
Phase  
project



## THE CHALLENGE

A well-known Insurance Company needed a new B2C website to offer its visitors information related to health, such as clinical articles, clinical programs, or health insurance simulation.

Based on the previous website experience and feedback from customers, our client defined a set of goals. The client was brought to the ideation phase and made it easier to manage priorities.

## GOALS

**The main goals for the website's redesign were:**

- › To improve the visitor's experience;
- › To have better usability and design;
- › To increase autonomy in content management;
- › To improve the structure of the library.

# SOLUTION

The website was developed with Sitecore XP, Sitecore SXA and Sitecore Services. The Sitecore Experience Platform (XP) provides marketers with comprehensive digital marketing tools, a holistic view of customer data, and machine learning generated insights, creating personalized experiences across channels. With Sitecore Experience Accelerator (SXA), our team speeds up the website development, reusing components, layouts, and templates.

## The project also included:

- › The ability to follow the customers on the website in a more straightforward way and get to know which content they were more interested in;
- › Customizable content, adding to customer experience;
- › SEO optimization, resulting in organic searches;
- › Autonomous content management without the support of IT.



# THE RESULT

Today, the new website embodies the company's purpose - to take care of people's health at all stages of life: both in prevention, treatment, and monitoring of the disease.

## This project allowed the Insurance Company to achieve the following results:

- › More engagement points concerning the articles like or dislike;
- › Measuring the categories with the most interest for the website visitors;
- › Increase in newsletter subscription;
- › More amplified and efficient research mechanism of terms in the website library;
- › Increased conversion rates on the website;
- › Increased customer engagement with visitors spending more time on the website per visit;
- › Freed staff to create, edit, publish content without IT support;
- › Reduced time-to-market for new content;
- › Gathered and mapped the website use to understand better customer engagement and journeys.



Noesis is an international tech consulting company offering services and solutions to support clients in their business and digital transformation. Noesis solutions focus on infrastructures, software, quality, and people. The organization is based on highly specialized talents, operating in nine business units and six countries: Portugal, Spain, the Netherlands, Brazil, Ireland, and The USA. Since 2020, Noesis has joined Altia, listed on The Alternative Equity Market, an organization with over 2000 employees, 3 Datacenters, and 20 offices.



Noesis is Sitecore's Gold partner, a global leader in developing experience management applications that empower contextual marketing. The Sitecore® Experience Platform™ enables you to manage content, provide contextual intelligence, automate communications, and accelerate custom commerce on a large scale.