

Reimagining the Digital Buying Experience for Leading Private Life Insurer: **From Legacy Platforms to Future-Ready Journeys Driving Speed, Agility & Conversions**

The Problem

A leading Life Insurance Provider faced challenges with its constrained buying journey due to outdated, monolithic systems that limited both user experience and business agility. The legacy platform suffered from clunky UI/UX and poor responsiveness, making it hard to engage today's digital-first customers. With rigid, tightly coupled systems, preventing rapid rollout of new features and hampering marketing agility, the client's time-to-market was significantly delayed. As a result, customer acquisition, retention, and digital conversions were all being impacted.

Our Approach

Inadev transformed the digital buying journey with a modern, hybrid architecture tracing various user journeys. We adopted a customer-first strategy with focus on creating a flexible, scalable, and high-performing architecture. By decoupling rigid systems and enabling faster iterations, we ensured agility in rolling out new experiences aligned with evolving business needs. The solution also improved responsiveness, SEO performance, and empowered business teams to act independently without heavy IT reliance. The outcome was a future-ready foundation built to support speed, scalability, and superior customer experience.

Solution Highlights

- **Empowering Marketing Agility:** Enabled marketing teams to independently manage and publish digital content, reducing reliance on IT and accelerating time-to-market for campaigns, policy launches, and customer engagement initiatives.
- **Enhanced Customer Journeys:** Delivered seamless and interactive quote-to-bind experience, improving responsiveness and personalization - leading to higher engagement and improved conversion rates across digital channels.
- **Scalable and Resilient Architecture:** Modernized core systems by decoupling services, allowing faster rollout of new insurance products, improved scalability during peak demand (e.g., renewals), and enhanced system reliability.
- **Business-Led Content Management:** Empowered underwriting, claims, and marketing teams to manage structured content (e.g., FAQs, product details, policy documents) across web and mobile platforms, ensuring faster updates and compliance alignment.
- **Improved Digital Discoverability:** Boosted organic traffic and lead generation through server-side rendering and optimized SEO practices, making insurance offerings more visible to prospective customers searching online.

Business Outcomes

40%

faster time-to-market

for launching new campaigns and product features (due to content independence and decoupled systems).

30%–35%

uplift in conversion rates

driven by faster, more intuitive quote and purchase journeys.

25%

increase in organic traffic

from improved search visibility through optimized SEO and structured content.

99.9%

higher scalability with 99.9% uptime,

ensuring smooth peak-season traffic handling without performance degradation.



Questions? Reach out to us at info@inadev.com