RELIGÁRE | Health Insurance
Values that bind

Ab Health Hamesha

How Mantra built the highest rated Diagnostic App for Religare

MANTRA LABS

CRAFTING EXPERIENCES INTO

THE HEART OF INSURANCE

Customer Diagnostic & Wellness App

THE CLIENT

A **Specialist Health Insurer** committed to delivering excellence in customer servicing, product innovation and value-for-money services using technology.

As one of the top health insurers in India — Religare offers products for Health, Critical Illness, Personal Accident, International Travel and Maternity along with Group Insurance for corporates.

54
Offices

2.6 M
Lives

1200
Employees

1100
Corporates

300
Locations

THE PROBLEM

A 'website only' approach had limited the efficacy of **convenient access** and **overall usability** for the end-user.

The focus of the new changes mandated – simplifying access to insurance diagnostic services for their **existing customers**.

THE SOLUTION

Mantra Labs proposed the creation of a 'Customer Diagnostic App' with specific use-cases highlighted for integration such as, being able to –

1. **Book a Health Check-up Appointment** at any location and Hospital.
2. **Download** Health Check-up **reports**.
3. **Avail Cashless OPD** services by scanning QR code.

THE PROCESS

01

User Research

The design consideration requires an understanding of **end-user demographics**, **psychographics** and **specific needs** associated with the insurance user's consumption habits.

Religare's audience is a split mix including **older insured folk of ages 55 and above**, who could also potentially benefit from using the app's features — therefore the design approach accounted for their usability as well.

THE PROCESS

02

User Experience Journey

Religare's existing customers are accustomed to their strong visual branding. With this in mind, the app is built using a **flat design language**, while the User-Experience is designed for simplicity and familiarity.

The user journey is based on 3 core use-cases:

Policy Renewal
Policy Add-ons
Policy Summary
Payment Summary

Claims Intimation
Claims Request Form
Claims Processing

Booking Health Check-Ups
Locating Partner Hospitals
Appointment Booking for Health-Checkups
Appointment Summary & History
Downloading Health-Checkup Reports

USER JOURNEY MAP

Start & Login

The **Registration** and **Login** process is simplified, so that the user can now complete both within a few steps.
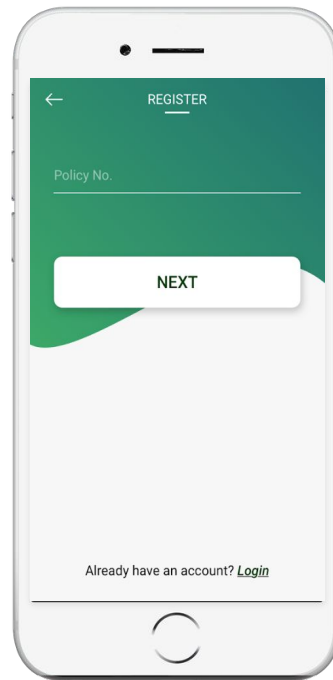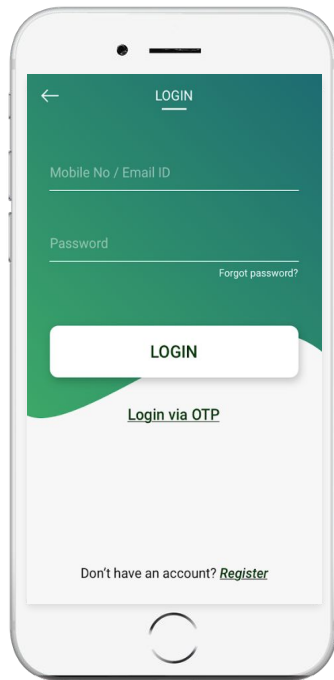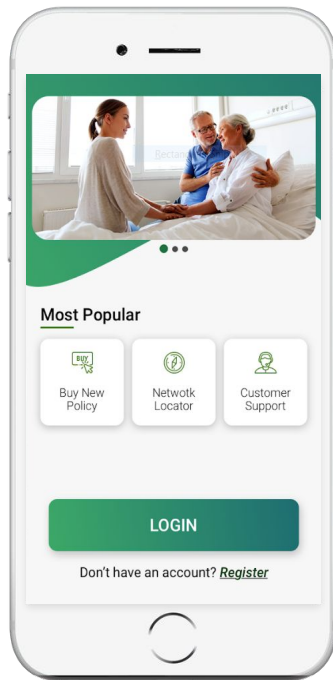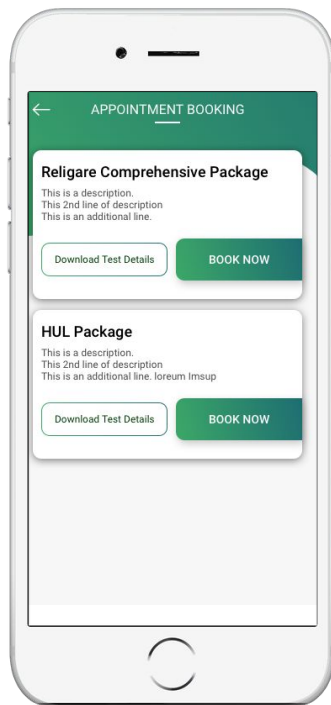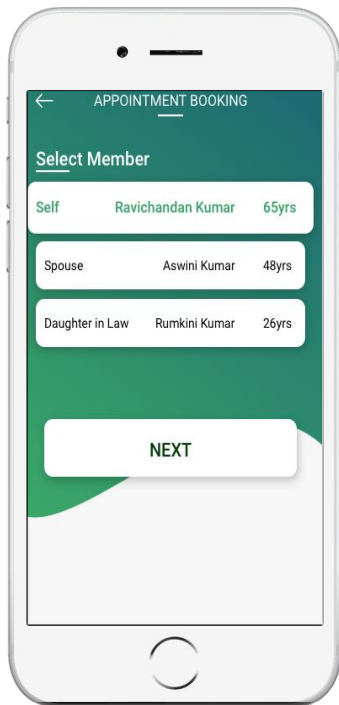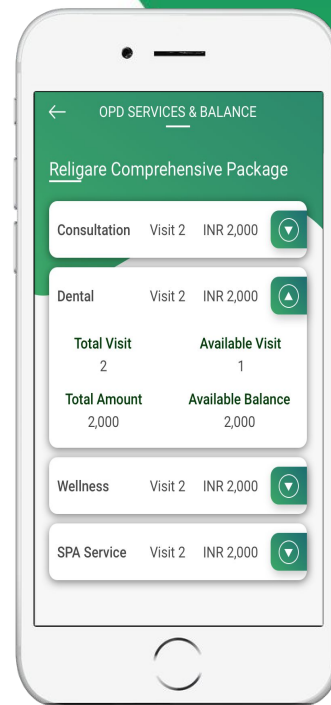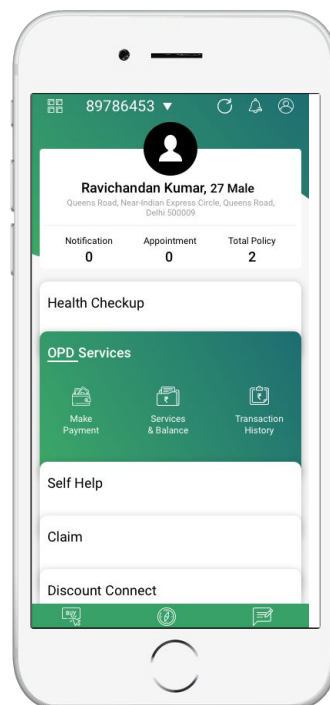
Home

Religare has User Friendly Ui to access the services easily.

Booking Appointment

OPD Services

Claim Intimation

Claim requests can be easily placed. The user has to enter only a few inputs, before they can begin **tracking** their request.

User's Profile

The User's profile page along with other related services such as '**My Appointments**' and '**Policy Renewal**' are all within a tap's reach.
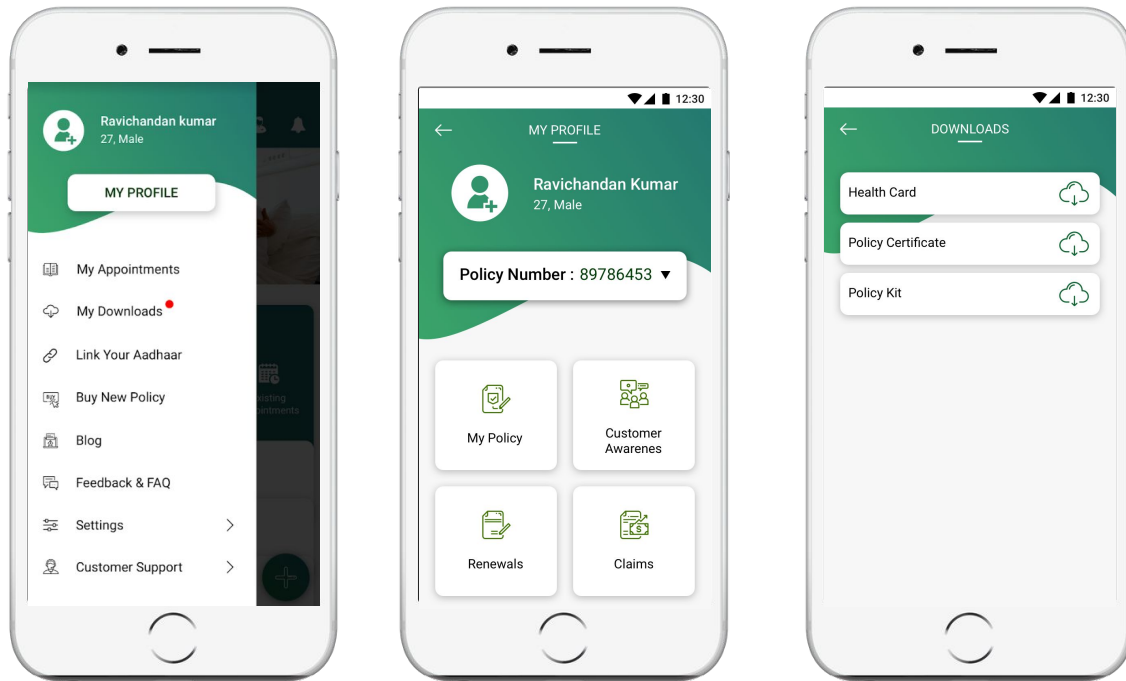
Process **Improvements**

Increased
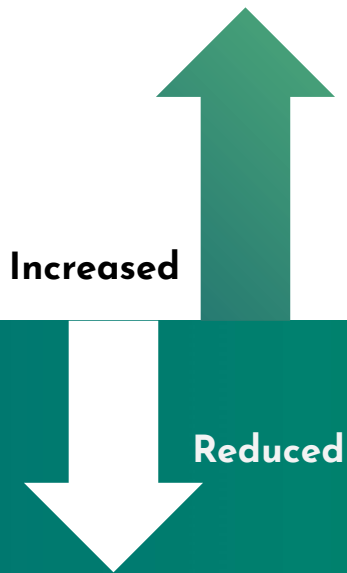
- **T**r**affic** through simpler navigation
- **P**olicy **renewal** rate
- The no. of doctor's appointments has **increased**

Reduced

- **N**umber of user input points for login
- **N**umber of clicks for key services
- **Information heavy** design

App KPIs

The app was crafted alongside industry-wide benchmarks, where Mantra Labs was able to showcase the true potency of the app's core features to Religare's customers. The app is now the **highest rated insurance customer diagnostic app** on the play store.

Average user rating in play & app store over the last **6 months 4.5 ★**

ANR (Application Not Responding) Rate **less than 0.01%** of all instances

Crash Rate **fewer than 0.77%** of all instances

*as of April 01, 2019, the app has 16k+ installs

ABOUT US

✓ Domain Focused Products and Solutions for Digital Enterprises

✓ Real World Problem Solving using Artificial Intelligence and Customer Experience Consulting

100+
PROJECTS

150+
GEEKS

3
OFFICES

Key Partnerships

NVIDIA.   IBM Watson   amazon webservices   mongoDB

Thank You

📞 +91 80 4099 2941

✉ hello@mantralabsglobal.com

🌐 www.mantralabsglobal.com

📍 Bangalore | San - Francisco | Gurgaon