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Launching a Unified Health App for a Leading Healthcare Financing Company

■ Case Study



An  **RPG** Company



Overview

Designing application for better user experience

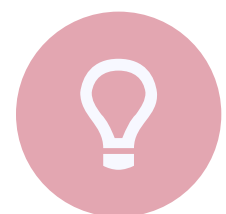
Our client is a healthcare financing company that offers financial services and assurance products to individuals and families. It provides life, health, car, and other insurance products in 41 markets across Asia-Pacific, Africa, Europe, North America, and South America.



Challenges

Overcoming inefficiencies

The client's South African health division wanted to develop a new application to navigate digital transformation and create a unified health app experience focused on user needs.



Solution

Outcome-driven agile practices and streamlining workflows

We adopted an agile approach and continuous discovery process, enhancing product development and customer-centric design, streamlining internal

workflows, and empowering teams. The collaboration successfully launched a consolidated, user-focused app and established outcome-driven, agile practices within the company.



Impact

User-focused application and enhanced processes

Our solution resulted in the launch of a user-focused app. We enhanced the product development process and introduced the agile approach and customer-centric design. We followed a comprehensive operational readiness framework and delivered SOPs to the client. The automated releases reduced cycle time by 30-35 percent.





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