

# Case Study

## Implementation of an Online Chat

### PROBLEM STATEMENT

- ❖ Insurance Online (IOL) is the Client insurance member self-service portal. The system's UI/UX and functionality changes depending on the member's policy manager. The policy manager is a partner that client interacts with to provide group insurance and may be an industry superannuation fund, Master Trust, or corporation.
- ❖ Any new member can register the insurance online and can see the new member benefits. Member can apply for Death Cover, Total and Permanent Disablement Cover and Income Protection cover based on the occupation.
- ❖ Already existing member can Change the insurance cover, transfer the insurance cover, and cancel the insurance cover at any time.
- ❖ Member's insurance cover can be changed when the job description changed with "Change Work Rating" widget.
- ❖ Member can apply to increase the cover when their life changes. Member needs to answer a few health questions and apply within 60 days of the life event.
- ❖ Member can apply for increasing income protection within 30 days of receiving salary increase with "Salary Increase" widget.
- ❖ Member of fund able to do live chat to the Client Representative within the business hours. Member of fund can see the out of business our message when service is not available, also member can print/Save the live chat history. Client Representative can send transcript of live chat on email.

### SNAPSHOT

**Industry:** Insurance  
**Business Unit:** IT Services  
**Services:** Development

#### Team Size: 14+

- ❖ 6 x Dot Net Developers
- ❖ 2 x Testers
- ❖ 1x Product Owner
- ❖ 1x Development Manager
- ❖ 4x Business Analysts

#### Technology Stack:

- ❖ **Framework:** .Net framework 4.8
- ❖ **Database:** SQL Server
- ❖ **Infrastructure:** Azure Cloud

#### Key Tools Used:

- ❖ Visual Studio

## OBJECTIVE

The objective is to Implement online Chat functionality for Insurance Online Application.

## DEVELOPMENT CHALLENGES

- ❖ IOL integrates online chat widget from Genesys- Webchat Cloud tool, which is third party tool.
- ❖ Know-how Genesys- Webchat cloud tool needs to integrate with Insurance Online system. Need to know the config/settings of Genesys- Webchat.
- ❖ Customisation in webchat window such as provide “print chat history” and “set up out of business hour” after the integration. These two functionalities are not provided by the Genesys- Web chat cloud.

## SOLUTIONS AND KEY LEARNINGS

### Print chat history and set up out of business hour

- ❖ Chat window needs to be display in all the widget of Insurance Online Application.
- ❖ Genesys-Webchat cloud tool does not provide “Print Chat history when chat end”. This functionality has been developed in IOL using JavaScript. So now, member can Save and Print the chat history upon chat end.
- ❖ Out of business hour functionality has not been set up in Genesys-Webchat cloud tool. This functionality has been implemented in Insurance Online (IOL) with new code changes using asp.net and C#.

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