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- Valuefirst mobile data service architecture



Metlife – M Powering the Consumers

A Case Study

August 2007

Introduction

Metlife is a billion dollar Insurance giant with a significant global presence. Metlife has got direct insurance operations in Asia-pacific, Latin America and Europe apart from the dominant position it enjoys in the US.

Business Need

Metlife wanted to keep its customers informed about the latest offers, premium dues and payment reminders but there was no mechanism to inform it to customers without any human intervention.

Scenario

In the earlier process, the customer service team at Metlife was communicating over phone to customers. The system was not only inefficient but also with number of policies increasing, it was getting difficult by the customer service to handle.

Metlife wanted an automated process of communicating with its customers.

Metlife was proposed a SMS based automated system which would free its customer service executives from attending calls for regular information and rather focus on issues which are complex and time-taking.

ValueFirst Messaging Pvt. Ltd.

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www.vfirst.com



SMS
56070

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Solution

Based on the discussions & understanding of requirements of the client, ValueFirst proposed VelocityPlus as the solution:-

- **ValueFirst VelocityPlus** is a two-way SMS communication application which enables the corporate to push the information and dealers to pull the information.
- **MS Excel Upload:** Necessary configuration was done to upload the data into the system from MS Excel.

Various business rules were configured in the VelocityPlus. The architecture of application makes it very easy to add new functionality by means of simple configuration.

Application

- Send offers/promotions over sms
- Update the status of application over sms
- Send premium reminders over sms
- Send updates on claims status
- MIS to the top management

Benefits

Hard Benefits

- Instant communication by virtue of being automated
- Improvement in customer service
- More referrals due to better customer service

Soft Benefits

- Positioning of brand as customer friendly
- Increased loyalty of existing customers
- Less communication gaps between customers and the company

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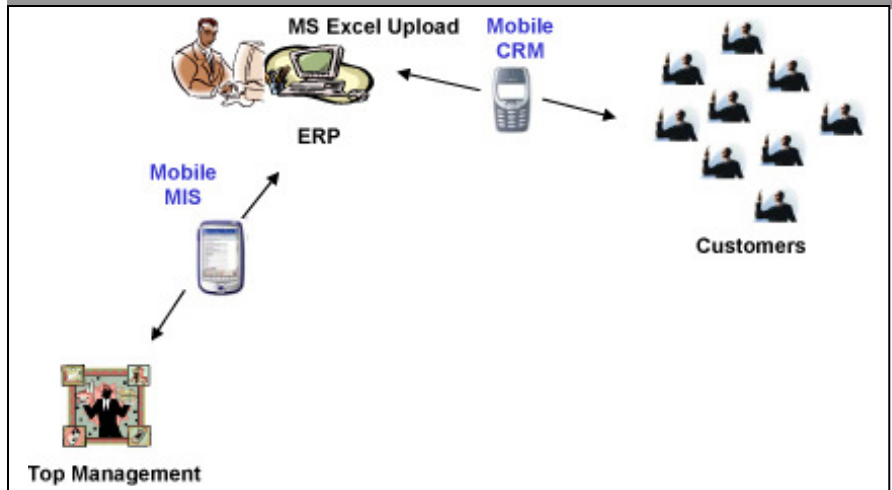


ValueFirst USP

- 24 X 7 supports.
- Least time to market – deployment typically is done in one day
- Scalable solution in terms of architecture
- Highly configurable products - processes can be configured on-the-fly
- Redundancy of servers with load balancing, failover mechanism and least cost routing
- Carrier-Class enterprise mobile messaging including delivery reports and queuing in case of server breakdown
- Redundancy of operators by virtue of being connected to multiple mobile network through operators and aggregators globally

The below diagram describes the pictorial representation of schematic architecture of the services deployed by ValueFirst.

ValueFirst Mobile Data Service Architecture



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