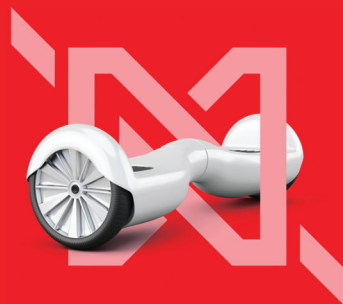


AVIVA LEAD MANAGEMENT SYSTEM TO REPLACE PAPER BASED PROCESS

Aviva Singapore is one of the biggest providers of employee benefits and healthcare. This includes protecting Singapore Armed Forces servicemen since 1983, as well as being the appointed provider for the Ministry of Home Affairs.

PROBLEMS FACED:

- Agents were working on paper based tools to collect the data of the prospective customers
- The agents were connected through multiple sales channels and it caused lack of communication among the agents
- Lack of transparency caused Managers problem with visibility of the lead generation and conversions
- Lack of status of the work allocated to respective agents was unavailable



SOLUTION:

- Neutrinos Digitized the legacy paper based process with a multipurpose application that gives complete lead management lifecycle on one platform for the agents and their respective managers to have visibility of the leads and the status of each conversion.
- The app provided performance tracking of the agents for the managers to set goals and recognize accordingly.
- Provided lead contacting features such as SMS, call, meeting and follow-up etc. Calls are recorded for further review.
- Full dashboard is provided for single window view of the leads.

BENEFITS:

- Reduced 80% of the time to collect the lead data instead of 35 pages of manual writing
- Tracking the Agents with respective leads became easy as the system provides visibility to full lifecycle
- Lead to customer conversion rate increased due to on-time intervention of the managers for critical leads
- Agent tracking and performance review helped to recognize the right talent to improve morale

Neutrinos is a Low-code Rapid Application & Digital Innovations company that offers a platform to ideate, transform and build complex enterprise applications within days, sometimes hours.