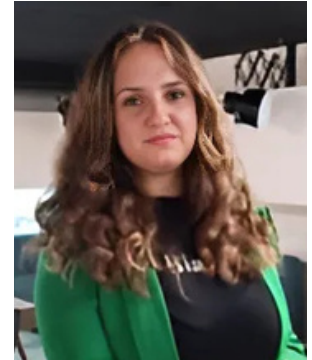# Spotlights

Mobile application
Jasmina Orban, Wiener osiguranje

Please briefly describe the initiative.

The main goals of the Mobile application project for the Company clients were easier availability and faster flow of information, as well as providing a better quality of user experience for our clients. The primary goal was to enable new practical and innovative functions to meet the wishes and needs of users. The scope of the project included client data on insurance policies, finances and claims related to insurance policies. Special importance was given to the possibility of reimbursement of costs and making appointments for the health examinations of our health insurance clients, which is an extremely important segment of our company's business. Great attention is given to the synergy of the functionality of our website and mobile application. For example, if a client expresses a desire to contract a policy through the mobile application, he is transferred to our web shop where his basic data are automatically transferred.

The first step towards the realization of the project was a mini-research conducted through certain amount of clients, in order to define the path and direction in which the application would develop. The application is available for Android and iOS devices.

You can see more information here: http://www.wiener.hr/moj-wiener-mobilna-aplikacija-v2.aspx

What were the benefits?

Through quick and easily manageable application, users can check statuses, coverage, finances, as well as marketing activities through blogs that contain current events and sales promotions. By viewing more detailed information about the contracted insurances, they no longer need to monitor insurance policy expiration dates or think about whether the premium has been paid, because the application sends notifications to remind the users about the imminent expiration of the insurance policy or the unpaid bill. By tracking their payments, users are left with the option of online insurance policy payments and payment by scanning a barcode.

In order to reduce the use and waste of paper for the health insurance cards, the My Wiener application includes an e-card that is always at hand. Without sending additional emails, phone calls and researching the website, the application provides a fast and stress-free way to register and track the status of claim for the damage, adapted to the type of the insurance you have, as well as support that contains all important contact information. Just a few clicks away, health insurance users have practical access to making an appointment at cooperating health institutions, where after the examination request has been processed, the user receives a notification about the examination.

Spotlights

My Wiener application is a self-care application and a communication channel between user and insurance company, which is a great opportunity to stand out on the market. It can be recognized by clients as an "up to date" partner who will do everything to ensure that information reaches the client in the fastest possible way or that the client can reach us in the shortest amount of time and with the least possible risk of error.

Who were the main stakeholders involved?

The project was developed in a cooperation with an external expert team that played a major role in fulfilling the visual and programming requirements. Also the Informatics, Business Process and Project Management Sector, along with internal expert sectors that are responsible for the content in their domain, such as:

- Claims
- Finance
- Health insurance
- Marketing and communication

What were the major learnings and challenges you had to overcome?

The biggest challenge was to adapt the content and user experience of the mobile application to the average client of the Company. Through cooperation and good organization, we adapted to the processes and together, as a team, created a tool that provides a complete solution for a better user experience. By participating in the project, each of the members was given the opportunity to learn something new. By actively monitoring the progress of the project, we learned the Company's strengths and thereby we ensured long-term success. The digital services of the various sectors, that participated in the project, were provided with a great advantage for designing new activities within the application, and each of the sectors took responsibility for its part. This activity ensured flexibility, innovation and increased productivity so we were able to meet the given deadlines.

Going forward, what are your plans to further develop the project?

The key emphasis is on fulfilling the needs of our clients. With the aim of increasing the number of users of the My Wiener application, we constantly listen to the needs of our users to create quality services, keeping in mind the constant changes in the environment. In addition to the increasing transparency and interactivity, the application is a great opportunity for the growth of mutual trust between the client and the Company.

Are you interested in exchanging with Jasmina? Please feel free to contact her!

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