

Designing a Foundational Digital Experience Platform

Britam places an integrated portal platform at the center of its digital transformation

Summary

Britam is a leading diversified financial services group listed on the Nairobi Securities Exchange. The group has a presence in seven countries in Africa, namely Kenya, Uganda, Tanzania, Rwanda, South Sudan, Mozambique and Malawi. When Britam decided to build a digital experience platform to overcome challenges in digital transformation, the group turned to Liferay for a state-of-the-art solution.

britam.com

In Brief

INDUSTRY:

Diversified Financial Services

COUNTRY/REGION:

Africa

USE CASE:

Public Website, Customer Portal, Content Management Solution, Intranet, Partner Portal, Mobile

KEY FEATURES:

Integrated IT Infrastructure, Responsive Design, SSO

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Liferay is central to Britam's digital transformation goals.

Jack Maina, Group Chief Operating Officer (GCOO)

Challenges

- A landscape of homegrown solutions that couldn't integrate nor share data
- Inability to meet the growing needs of new customers
- Needed support for seven countries with multiple languages and thousands of users
- Digital channels for customers were nonexistent or needed vast improvements

Results



INCREASED USER ADOPTION
for the new Financial Advisor Portal and Intranet



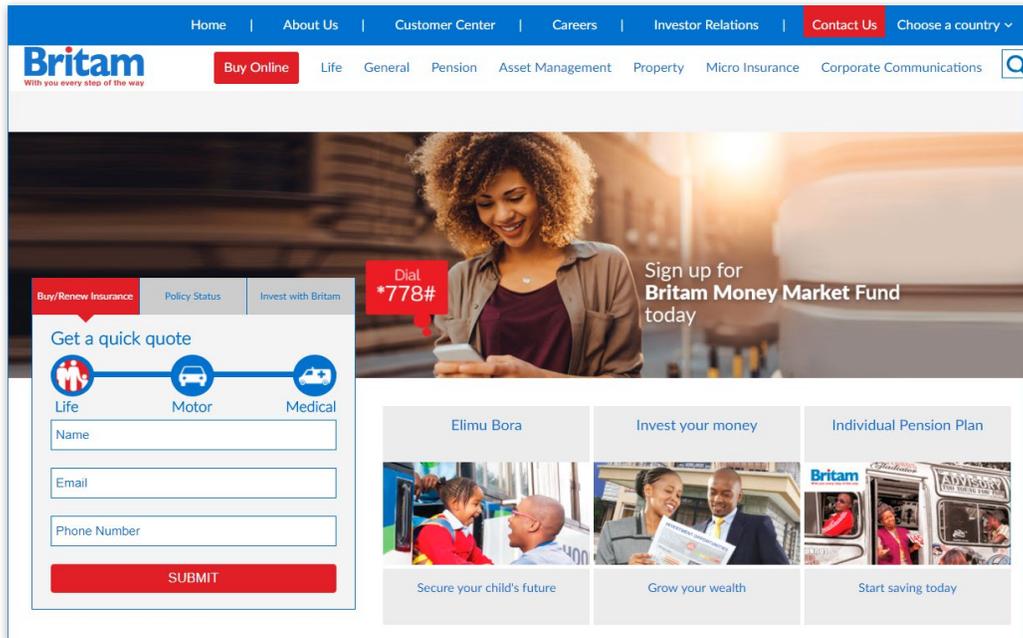
CIO 100 AWARD
for East Africa, due to the implementation of Jawabu



INCREASED GROWTH AND PROFIT
across Kenya, Uganda, Tanzania, Rwanda, South Sudan, Malawi and Mozambiques



DRAMATIC DECREASE IN COST
of its customer services, due to the delivery of the new portal



A Leader in Diversified Financial Services

Britam is a leading diversified financial services group, with a presence in Kenya, Tanzania, South Sudan, Uganda, Rwanda, Mozambique and Malawi. The company offers a wide range of financial solutions in Life Assurance, General Insurance, Health Insurance, Retirement Planning, Asset Management and Property.

In 2012, Britam launched an ambitious IT-enabled business transformation project called Project Jawabu, aimed at achieving aggressive growth in income and profitability across new regions in Africa. To make this vision a reality, Britam needed to build a digital experience platform that would enable them to re-engineer business process and deliver convenient experiences for customers, staff, financial advisors, agents, partners and other stakeholders.

Vision for Digital Transformation

The digital transformation at Britam is a combination of changes to IT systems at every level, ranging from the underlying line of business systems, to databases and digital engagement services.

The company saw many common obstacles that needed to be overcome in order to truly transform:

- Multiple homegrown systems that were ill-equipped to share data
- Existing line of business systems couldn't keep pace with the changing business environment
- Agent broker experience was manual and time-consuming
- No online integration with Britam partners

After assessing several leading portal solutions and digital experience platforms, Britam decided on Liferay. The solution offered a single platform that could meet needs horizontally across multiple use cases and contexts, all within a single technology environment. Britam was also impressed with the potential reuse of multiple applications across many portal environments — exactly what the company was looking for to unite its many sites.

“Liferay is central to Britam’s digital transformation goals,” says Jack Maina, Britam’s GCOO. “It’s a great option for large enterprises that require a digital engagement platform to bring together multiple business contexts.”

Building an Integrated Digital Experience Platform

With the Liferay platform and the help of InfoAxon to manage implementation, Britam built the following portals for its users:

- Financial Advisor Portal for Life Assurance quotations, accessing customer policy details, lead management and more.
- Customer Service Portal with self-service options for Life business Britam products.
- Market Place for purchasing Marine Insurance policies.
- Partner Service Portal for financial brokers, doctors, health advisors, travel agents and other Britam extended partners.
- Seven multilingual corporate websites for each Britam region.
- Corporate Intranet, called Britam Connect, which enables collaboration for employees.

Britam's new digital experience platform has been rolled out with exceptional success, and in 2015 earned the company the CIO 100 Award for East Africa. Britam sees this as a new era of convenience for its users, with improved business processes, enhanced structures and a state-of-the-art IT system that positions Britam for future growth.

Positioned for Future Growth

With Liferay, Britam built an integrated, future-proof strategic digital platform that is reliable, secure and flexible. Looking forward, Britam hopes that its digital journeys can be further explored for customers, partners and agents with its interconnected platform. Content and applications will be more contextualized and targeted to the right end users. Britam is currently planning an upgrade to Liferay DXP, and is excited to implement the following features to take its transformation even further:

- A new microservices-based approach
- Improved technical architecture
- The ability to scale as the business grows

“Liferay has been a technology partner for Britam in its journey toward digital transformation,” says Maina. “What defines a digital experience platform isn't just features and tools. It's the ability to bring your entire organization together and achieve new levels of efficiency, through sophisticated integration, reusable components and unified design. Digital experience platforms get everyone on the same page, and Liferay has exceeded our expectations in achieving this.”