



# A dedicated space for 122,000 members

MIF's new portal for members encourages interactivity and secure management of insurance policies

## Summary

With over 122,000 members in France, MIF, the mutual life insurance company, markets simple savings and income-protection products that are accessible and efficient, to cover its members during each stage of their life.

In 2015, MIF wanted to accompany them further by offering a more powerful and more secure private space.

[mifassur.com](http://mifassur.com)

## In Brief

### INDUSTRY :

Life Insurance

### COUNTRY :

France

### USE CASE :

Member portal

### KEY FEATURES :

Alerts, mailbox, account creation, requests for policy-management records, information, and document management

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**The customer portal is highly strategic to us. It needs to be continuously optimized in order to increase productivity and customer satisfaction.**

Anne-Sophie ICARD, Marketing & Digital Manager

## Challenges

- Implement a powerful and scalable portal that can grow at the same pace as the company
- Offer a secure connection in compliance with the standards of the banking and insurance sector
- Improve the operational efficiency of internal teams for better productivity

## Results



### BETTER USER EXPERIENCE

Through easier access to services



### INCREASED MEMBERSHIP

50,606 individual users accessing their customer space



### INTEGRATION OF THE IS

7 business applications are integrated and used daily



### INCREASED PRODUCTIVITY

Internal teams are focusing on added-value tasks



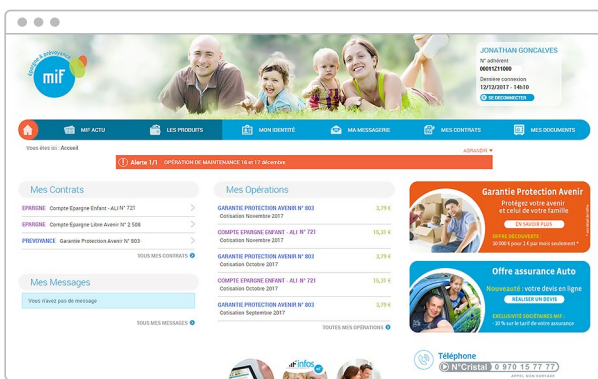
LIFERAY



Business Services

# MIF: a customer engagement

MIF's top priority are its members. Founded in 1865, the mutual insurance provider has built its success on customer satisfaction. In 2015, the company decided to renew its space for members, which was no longer sufficient with regard to security, performance, and scalability. The new portal, based on Liferay and integrated by Orange Applications for Business (OAB), needed to offer a secure connection and be scalable to allow for new modules and improve the teams' operational efficiency. "By allowing customers to access as many services as possible, such as managing their own data and policies, the portal aimed at reducing internal demands." says Anthony Baudouin, Liferay expert at OAB.



## Integration of the IS

The new portal, using MIF's design guidelines, integrates 7 existing business applications and 35 web services. It includes a content site (with company news and products) managed by the marketing teams, and an extranet site for members' data (policies, payments, etc.) managed by the technical teams. The two sites are transparently accessible to members and have been integrated into the existing IS.

The use of Liferay's native features, such as portlets, made it possible to structure the portal's hierarchy. Each portlet was customized using display templates. The structure of the web content was standardized using article templates, so that administrators with no knowledge of HTML or CSS can create clean and consistent content across all pages. Additionally, the publication of articles follows a validation process,

which uses workflow features. Profile management allows the internal teams to take control of a member's account to help resolve issues.

Finally, an alert system notifies members when they need to update information and also notifies internal teams when they need to contribute.

In terms of security, MIF has strengthened the account creation process. It is possible to create an account only if the IS recognizes a previously registered member. A virtual keyboard was also implemented to combat spyware. Finally, members can only see their own policies and documents.

## Time & efficiency savings

The new personal space encourages interactivity with members and optimizes workloads for the internal teams.

In the **MIF News** and **Products** sections, members can access MIF-related news (new offers, annual reports, press articles) and consult the description of each product, perform an online simulation, and download product brochures.

Personal data is accessible via the **My identity** section, allowing members to modify contact information or communication preferences. Members can also update their family status and download supporting documents.

The **My messaging** section lets users ask questions directly to MIF advisors and allows them to view the history of exchanges and claims.

The consultation and management of policies has been simplified thanks to the **My contracts** section. Finally, the **My documents** section is where contractual documents are stored (special terms and conditions, contract addenda, notices of operation, etc.).

Today, a review is underway to improve the design and navigation, and to offer greater digitalization of processes. These include electronic signatures, online payments, and direct integration of customer requests into the MIF IS and the workflow of the management teams.