



POWERED BY MANTRA LABS

Optimizing Lead Management



The screenshot displays the user interface of the care Health Insurance mobile application. The app is in English and shows the profile of Ravichandan Kumar, a 27-year-old male. The main content area is titled "Summary of Policy" and lists three policies, all with the number 1234567 and placeholder names. A detailed view of a policy for Sumit Aggarwal is shown, including his contact information, address (Queens Road, Near-Indian Express Circle, Delhi 500009), and policy details (Business Care, sum amount 1.23,000, period 21 Aug 2019 - 22 Aug 2022, health). Below this, there are sections for "Health Checkup" (OPD Services, Slef Help, Claim Genie, Discount Connect, Other Services) and "Track Your Claim" (three reimbursement claims with numbers 906762-02, 916762-12, and 126762-08, all dated 04 November 2019). A sidebar on the left contains navigation options like "Buy Policy", "My Details", "My Appointments", "Network Hospitals", "Downloads", "Support", and "Help".

Executive Summary

This report provides a comprehensive analysis of the Lead Management System (LMS) implemented by Care Health Insurance, developed in partnership with Mantra Labs.

The key highlights of the LMS and its impact on Care Health's operations are as follows



Improved Conversion Rates:

Since the implementation of the LMS, Care Health has seen a significant increase in lead conversion rates, with a 20% improvement in the first quarter of use alone.



Enhanced Security Measures:

The robust security measures of the LMS have reduced breaches by 40%, ensuring the safety and integrity of lead data.



Comprehensive Lead Management:

The LMS now handles over 99% of leads coming from all channels, ensuring no lead is missed and every opportunity is capitalized on.



Customization Advantage:

Unlike proprietary systems, the LMS offers customization that has increased lead management efficiency by 30%, providing Care Health with the flexibility to adapt to its specific needs.



Rapid Cloud Migration:

The entire LMS was successfully migrated to the cloud in under 72 hours, enabling seamless remote work during the COVID-19 pandemic.

Client Overview



A New Age Health Insurer

Care Health Insurance is a specialized health insurer, offering a wide range of products in the retail segment. Their offerings include Health Insurance, Top-up Coverage, Personal Accident, Maternity, International Travel Insurance, and Critical Illness. They also provide Group Health Insurance and Group Personal Accident Insurance for corporates, Micro Insurance Products for the rural market, and a comprehensive set of wellness services.



Wide range of products



Network of 20,000+ healthcare providers



Impressive 95.2% Claims Settlement Ratio

Platform Focus



End-to-end Lead Management

Streamlining management of numerous leads through sales channels and minimizing lead loss.



Improved Lead Qualification

An LMS that could classify leads based on quality, location, and demographic for effective marketing and personalized policies.



Streamline reporting

A unified platform would simplify report generation and provide key insights into lead management.

Product Research:

Foundation for the LMS

Mantra Labs conducted in-depth product research to design the LMS for Care Health Insurance



Feature Research

We identified the need for a custom LMS for Care Health based on evaluation of different parameters.



User Research

Interviews and surveys with Care Health Insurance's staff provided insights into user needs and expectations.



Technical Research

Research into technologies and frameworks ensured the LMS would be robust, scalable, and secure.



Data Analysis

Analysis of lead data helped design the LMS to handle data efficiently and provide insights.

Through meticulous research and a deep understanding of Care Health Insurance's needs, we've designed an LMS that truly stands out in the lead management market.

Product Research:

Key Highlights

Multiple Channels of Lead Generation

Insurance policies are dispersed through various channels like call centers, insurance agents, and salespeople.

Given this complexity, insurance companies need an LMS that can seamlessly integrate these diverse channels into a single platform.



Insurance and Sales Agents

An LMS that can monitor individual agents' performance and support them is crucial.



Call Centers

A system that can manage high call volumes and direct them to relevant agents.

Over 90% of the insurance policies were sold through offline channels in 2021

Diverse Insurance Needs

India's insurance sector is characterized by a broad range of policies, premiums, and coverage influenced by social, economic, demographic, and risk factors.

A comprehensive LMS can categorize leads according to their insurance requirements, financial ability, etc., and rank them based on conversion probability.



An LMS that can monitor an individual's Insurance needs and preferences.



Policy and premium variations are due to factors like **income, education, and locale.**

The insurance density, which measures the per capita premium, varied from \$3.3 in Bihar to \$93.9 in Maharashtra, ranges from 0.77% in North-Eastern states to 6.13% in Western states, performance and support them is crucial.

Exploring Business Opportunities

The insurance sector in India presents numerous untapped business opportunities. One such opportunity lies in the microinsurance segment, designed to cater to the economically vulnerable population, covering various risks such as life, health, disability, property, and crop.

An LMS can solve this by identifying potential customers for microinsurance products, manage leads from intermediaries, and track the performance of these products.



By 2020, the total number of lives covered under microinsurance was 124.9 million, which is only about **9.3% of India's total population**.

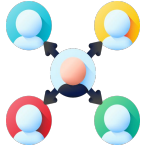


Despite its potential, microinsurance in India still has low penetration. Challenges include **high costs, lack of attractive business models for intermediaries, and regulatory hurdles**.

With only 44 microinsurance products available in India, there is a significant opportunity for Care Health Insurance to expand its product portfolio and reach a larger segment of the population.

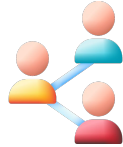
Objectives

A robust and scalable LMS is essential for Care Health Insurance to effectively manage leads, convert them into customers, and capitalize on the growth of the Indian insurance industry



Handling Leads from All Channels

The LMS should consolidate and manage leads from all channels, including offline and online sources.



Helping in Leads Qualification

The system should segment and qualify leads based on quality, geography, and demography to improve conversion rates.



Strong API Integration

The system should feature strong API integration for seamless data sharing with other software and platforms.



Scalability

The LMS should be scalable to handle the increasing volume of leads as Care Health Insurance and the industry grow.

**Here's what
we made**

Mantra Labs came up with an LMS that perfectly aligns with the need of Care Health



Lead Management

Manages each lead throughout the sales cycle, from initial contact to conversion.



Reporting

Generates comprehensive reports, providing valuable insights into lead management performance.



User Management

Defines and controls user roles and permissions within the system.



Workflow Visualization

Offers a visual representation of the lead management process for better understanding and tracking.

What LMS is capable of



Assigns Lead Automatically

Lead is assigned to the right team automatically

Eliminates manual work, saves time



Manages Contact

Staff can access all contact details of the lead

Streamlines and simplifies follow-ups



Dashboard with real-time updates

Lead status, activities, and metrics at glance

Easy to plan day's work beforehand



Task-specific workflow

Easy-to-create tailored lead management workflows

Aligns LMS with specific operational requirements

When compared with a proprietary LMS

How Care Health LMS is different from any proprietary lead management software?



Master Module

It sets operational rules:

Improving lead allocation efficiency by 40%

Reducing **response times by 20%** through custom notifications.



Lead Module

It manages, tracks updates, and monitoring progress:

Leading to a **25% increase in conversion rates** annually



Master Module

It grants access and tracks user activities:

Boosting accountability and system management **efficiency by 25%**.

User Journey

The implementation of the modern Lead Management System (LMS) at Care Health Insurance has transformed the user journey, simplifying lead management processes and driving efficiency.

Capturing Leads

Manual lead collection from emails, phone calls, and paper forms.



Leads automatically captured through all channels

Tracking and management

Leads were recorded in **spreadsheets or paper documents**.



Leads are **centrally stored and tracked** within the LMS

Distributing leads

Sales representatives **manually assigned leads** based on availability and workload.



Automatically assigns leads to the appropriate sales representatives

Following-up

Reliance on **individual calendars and reminders** for follow-up and communication.



Automated task reminders and notifications within the LMS for timely follow-up.

How LMS Performed?



Improved Lead Conversion Rate

LMS contributed to a **25% increase in lead conversion**

Result: Higher number of policy enrollments.



Enhanced Operational Efficiency

Manual lead management tasks reduced by **40%**

Result: More focus on high-value activities.



Data-Driven Decision Making

20% improvement in lead engagement and customer targeting

Result: Higher retention rate

Key Milestones



Rapid Cloud Migration

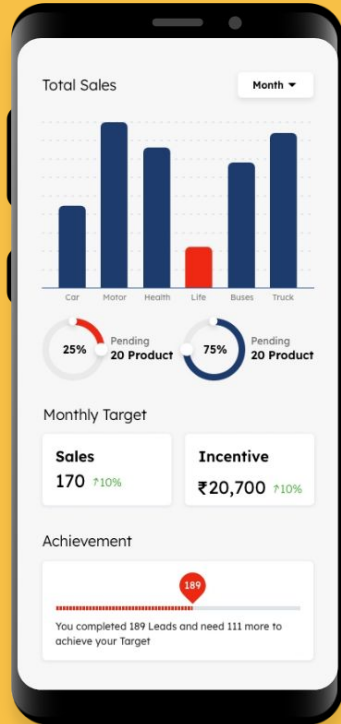
Mantra Labs successfully migrated the entire LMS to the cloud in **less than 72 hours**, enabling Care Health employees to work remotely during the COVID-19 pandemic.



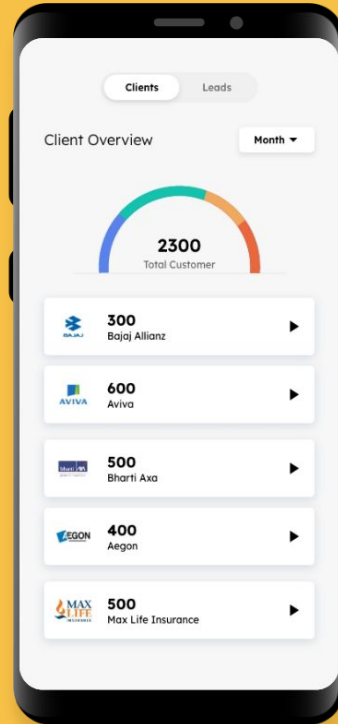
Enhanced Operational Efficiency

The LMS now handles **99% of leads coming from all channels**, ensuring no lead is missed and every opportunity is capitalized on.

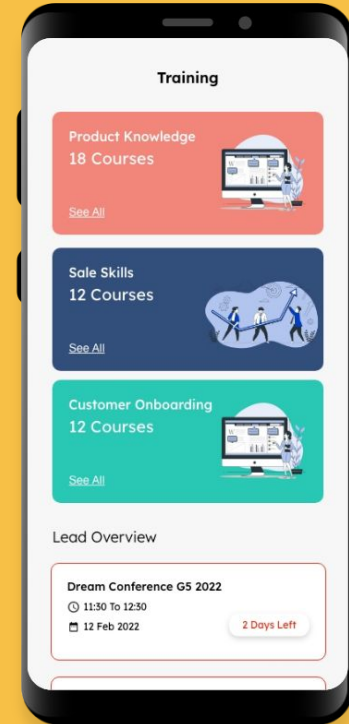
Sales & Finance



Lead Management System



Knowledge Centre



Techstack

Application Server



OS: **Windows**



Web Server: **Apache**



Language: **PHP**



PHP Version: **7**



Framework: **Yii1**

Notification Server



OS: **Windows**



Scripting Language: **JS**



Runtime environment:
NodeJs



Event-driven library for
real-time: **Socket.IO**

Database



OS: **Linux**



Database: **Mysql**

DB Version: **5.7**

We are using a relational database with a master slave replication process. We are writing the data to the master database and sync the data automatically to the slave database. We are fetching the data from the slave database.

We are using separate models for the master and slave database.

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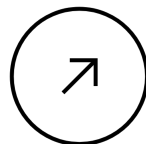
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Sounds
good!



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