

SureApp

Case

LTC Otso seeks a future solution for sales and client management in a paperless environment. Using a mobile application running on a tablet computer salesperson should be able to sell and market insurance products to customers.

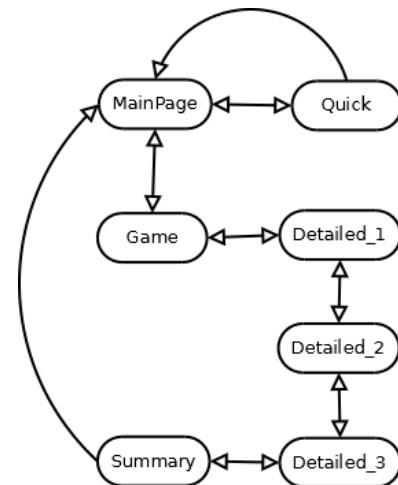
Problems

Buying an insurance can be boring. It is challenging to get customer's attention and make customer interested in buying an insurance. To overcome these problems a selling process should be intriguing, fun and fast.



Solution

SureApp is an interactive insurance selling application running on Windows 8.1 platform and developed using C# and XAML. It is extremely easy to use and designed to meet the needs of its users.



SureApp is versatile and adapts to the marketing and selling scenario depending on a level of involvement a customer is willing to give during an interaction. To make an insurance buying process intriguing and fun a simple game is implemented where a customer can win a discount which applies only if an insurance application is sent right on the spot.