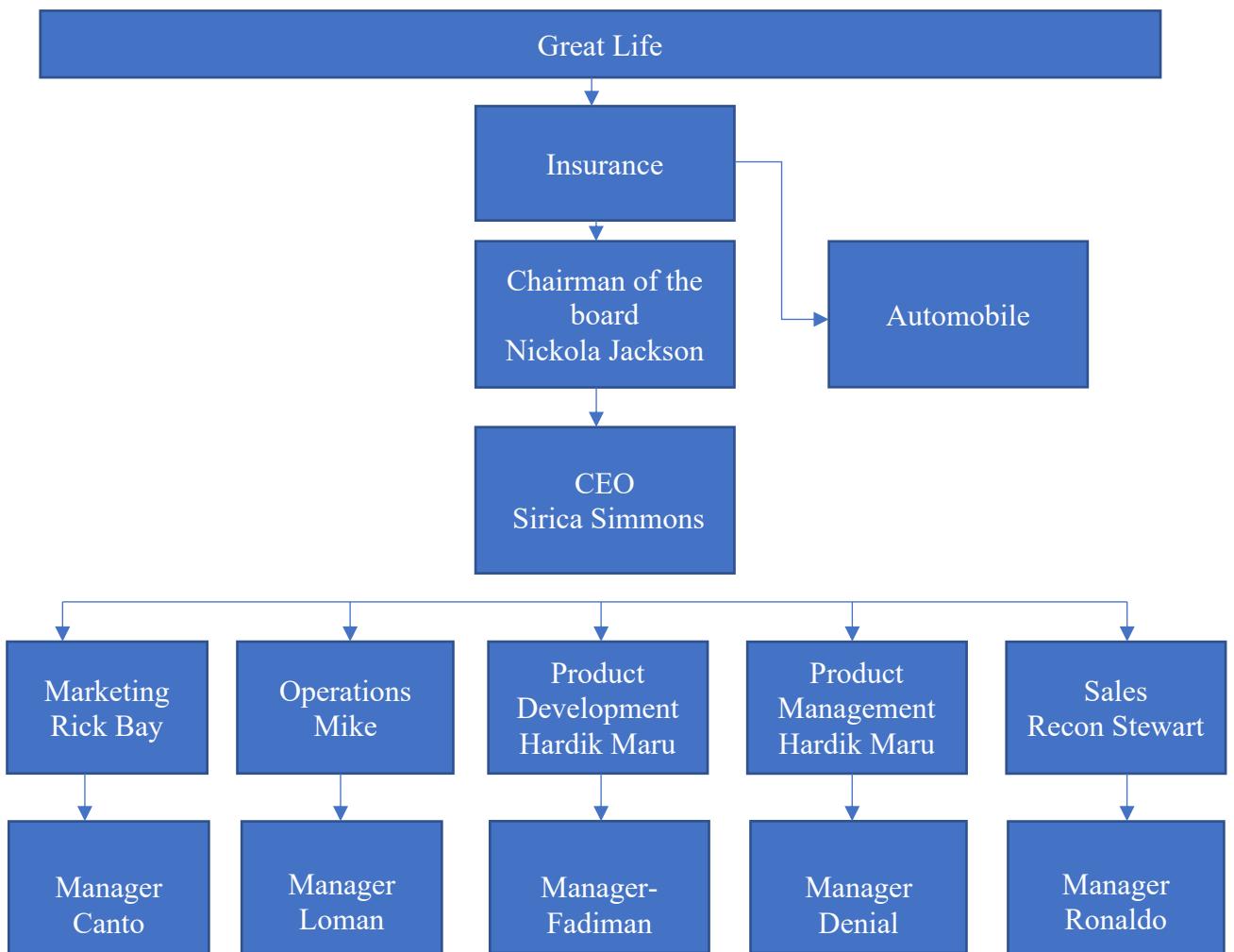


GREAT LIFE INSURANCE CORP.

Hardik Maru

DeVry university | MGMT-591

COURSE PROJECT



Great life insurance corporation operated their business in the USA market since 1900's. At present my roles and responsibilities at the great life insurance is to manage the existing insurance products. Great life insurance division has significant control for the existing consumers. In insurance division my roles and responsibilities are to manage the on-demand product. At present in the organization, I am looking for the development of the new product and resolve the current challenges for the organizations.

1. Nowadays the organization having the concern for the fraud claims.
2. Automobile insurance product development.

These two problems are the most significant problems in the organization and to resolve this problem the CEO Sirica Simons assigned the responsibility to develop product in the first quarter of the financial year of the business. Now, I want to resolve the two challenges in the great life insurance corporation division.

Employee information and their responsibility and how to develop a new product:

The company's chair person Nickola Jackson desire to improve product in other division along with the health insurance corporation. The automobile product development quite difficult to current product development team. Because it required additional domain knowledge.

Requirements:

In this new product organization management leader Nickola Jackson will share the most significant responsibility to Hardik Maru to develop the product and resolve the current challenges. And for that our corporation need to collaboratively work with another consultant corporation for the automobile products. In existing organization, the corporate wants to present their demo of the product in to the next upcoming expo.

Operational management requirement:

As of the last instruction of the CEO, Sirica, and the COO, Mike: our motive is to share their long-term projection about the organization for the automobile insurance product. We need a domain expert for the automobile product line to develop this product for consumer familiarity. Currently, organization teams only communicate and perform various business operations for health insurance products. Now we need to acquire new resources that adequately develop the product for the automobile. 98% of consumers currently utilize our insurance to claim benefits in health insurance products. Therefore, we need to support our consumers for the

claim, and for that reason, Great life insurance will find collaboration with HCA and Ascension. In addition, it will reduce the fraud claims of the insurance product.

Contingency management for product line:

In the present organization each operation must be cost effective and profitable for the organization. At present as the responsible product manager, it is compulsory to revise the schedule for the technological requirement of the organization and for that it is essential to communicate with the current operation management executive. The operations management team always willing to redefine new strategy execution procedure in the organization. In contingency theory it uses to manage contingency for employee rewards. This theory progressively enhances the product as well as the market for the consumers. Production contingency use for the product line to manage production batch of each product specifically each insurance having distinctive advantages.

Resource dependency management:

Our organization strongly follows the dependency principle in the working environment. The product development teams encounter difficulty during the new product development phase. Each other team has a particular dependency performs as a responsibility which can resolve any conflicts into the organization. This process involves every organization entity to accomplish the product's consumer satisfaction. In the work environment, while communicating with other corporation dependency principals, quality and accuracy will allow for maintaining confidentiality in each task. I applied for product improvement to get a quick project released during this process. Great life insurance is proficient in health

insurance, and as per the CEO Sirica's guideline, I need to deliver the product on accurate time. The crucial challenge was communicating with the COO about the domain knowledge challenge, which may crucially affect the business.

Quality management for the product line:

The total quality of the product specifically in health insurance product this company looks various challenges in product quality. Specifically in health insurance product it having problem with the global collaboration where consumer easily get insurance facility. Once the consumer travel to the foreign country and having numerous challenges to claim the insurance. As product manager i received this feedback on our web site were consumers shares the review about the product. To overcome this challenge, we did specific wedges for insurance claim for the foreign country.

Workforce management:

To manage the workforce specifically in my product development team and other technical collaborative team for the automobile and the health insurance product. In each week employee spent their quality time and efforts for the work around the 40 hours per week. Appreciation is key element in work environment and for the employee encouragement our organization organize the various events which empower the workforce in all department. Furthermore, every six months we invite the motivation experts and domain expert who shares their progress with each individual employee. Correspondingly, we reward the employee for their quality work plus in senior management we give the product partnership in the company.

Employee commitment:

Employee commitment for the gradual growth of the wage and their raise in the working positions. Commitment for the product release on the accurate time which get appreciative response by the clients. Commitment for the further allowance during the vacation in the year. Agreements with the more flexible holiday for the worker while working in the organization. Holyday and leave are really important for each employee which gives employees to be stress-free, hassle-free and make their ability to start the subsequent work.

Performance measurement:

Performance management perform vital role in the organization. At present time in our organization, we use various tools and technology to measure the performance. It used to measure the performance of the task, workforce, quality measurement. To overcome the performance management our organization collaboratively acquire the sales force and SAP system which give the performance report of the sales, production, supply and market demands. Correspondingly, the CEO Sirica received the weekly report of the entire accounts and different inventories. For the new product in the automobile domain our CEO would like to rapid updates concerning the new product progress and performance report.

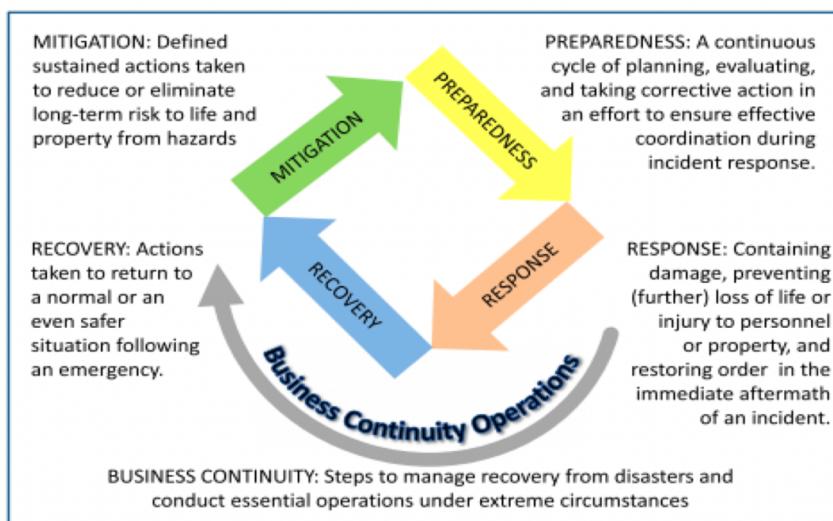
IT-Operation management:

As of the SVP product line responsibility form the product development to product release phase IT-operations performs vital role in great life product. As of the last communication with the technical manager for the IT-operations he willing to start entire infrastructure in to the new service tier. And for that reason, he willing to

acquire collaborative contract for the cloud vendors. Specifically for the transaction management and security governance IT manager Truman wants to contract with Norton, AWS and for the payment system we required to develop or implement the Mastercard or visa payment system in orders to system upgradation.

Investment for the future research:

At great life insurance is one minor part of this organization where I am working as the product manager. However, this organization has various divisions for the further products which acquires the consumers satisfaction and few of divisions will not in services for the future. Company's chairperson desires to invest for the consumer product and what consumer needs what is more he want to invest in the health-related product development. At present Nickola Jackson focus on the product development which related to the technologies in the current market. And for that he invests his most significant funds for the cloud service and technological development.



Our organization is a great life insurance always willing to follow the above-given chart. It describes the business continuity models. Migration to new technological change and adopt new innovative changes. Prepare for the new product development, accept new federal changes, and applies to the organization. In my organization, it follows a firm dependency principle, and for that reason, we are willing to quickly resolve any problem related to the product from the consumer perspective, and each employee is eager to find solutions for the management domain. From the migration perspective, the organization acquires new technological contracts. Specifically, the cloud services used the online consumers. Furthermore, for product queries and organization problems and challenges, we have an expert consultant from the Zebra corporation.

Risk management in organization and products:

Risk calculation for the comparative market is the crucial challenge in the technological change and product market. In existing market risk for the existing competitors for the new automobile insurance product. Currently many insurance vendors hold market control for the automobile insurance product. To release product with new concept may be accepted by the many consumers because it is going to serve the online through few clicks. However, there are certain risks for the consumers who are not access the internet facility. For that as a product manager I need to communicate with the marketing SVP Rick Bay for the new product market and the scope of the product. In the great life sales department SVP also joins this meeting for the budget risk calculation for the new automobile insurance product.

Emotional involvement in work environment:

Great life insurance product in the market leads in to the health insurance consumers. Now in each new announcement the organization chair wants make product partnership for each senior vice president. Which offers the emotional involvement for the product development. Also, SVP will offer the promotions to their managers and technical developer who release the product before the deadline. In sales and marketing team allows to sales partnership of the product where each member in the organization will get benefit and emotionally associated with the organization.

Technical Support for the organization

In great insurance organization, we develop the products per the organization's regulations. We manage the contract for the technical difficulties in the infrastructure, particularly product line tools. However, in an organization, having technical experts for the spot resolver. Furthermore, in the end, great life insurance collaborates with the Management resource corporation, which gives 24-hour support for the organization with any problems. The Linden corporation also works on a contract basis with the great life insurance corporation. Finally, i learned that as the product manager SVP, I need to express and share the current product review with the CEO Sirica and give the product modernization reports and a few suggestions for the current organization. Even i required the demand of the product plus consumer protection and feedback for the existing reports from the Senior Vice President of Marketing and Senior Vice President of sales.

Implementation problem solution:

To resolve the problem in the organization, we reach out to the specific corporation to resolve the issue. For example, in the USA, we connected through various consultants who give collaboration partners where any consumers claim their insurance. In the past, our corporation has a manual system. Now, and we effectively work with cloud services. It allows flexibility to our corporation, consumers, and the other celebrative corporation.

Insurance	Partners	Claim amount
Health	AHA	150000
Automobile	AAA	5000

In the claim process, we associated with the two biggest associations in the USA that will support the great life insurance to manage their fraud. In health insurance, great life collaboratively works with the AHA and the AAA for automobile insurance. Consumers need to access the cloud-based product for the new great life insurance and for that service, we collaboratively run insurance products with cloud vendors. Here, automobile insurance is quite a challenging task for us. We are spending significant funds on the new auto division, and its less chance to get more consumers as other corporate groups hold considerable control over the consumers.

Glitches:

We are sharing our consumer data with the cloud vendors. It is quite difficult to manage security for that consumer data. However, our operation SVP Mike will manage the rest of the tasks about the business operations. Mike decided to set consumer information in our in-house data center, which is located in midtown NYC. The rest of the business services are managed by the cloud application providers. As per the CEO Sirica's statements at the conference, she would like to offer the project partnerships to the SVP team in the automobile product. But certain financial loopholes in the process, and she will resolve it before the release of the products.

Product Release:

The great life insurance organization will save their significant fund for fraud claims by the collaborative approach. Since 2009 great life insurance, specifically in the health insurance division organization, lose their millions of dolor for the insurance product. Now his problem has been resolved by the product team and our product research and development team has resolve the problems.

Product Demonstration of initial A1.0 version:



Product landing page when any consumer use mobile app.

≡ greatlifeinsurance

ABOUT

The gray life insurance corporation delivers consumer-friendly insurance products. Our motive is to make human life more comfortable. We offer various insurance services collaboratively with the AAA and AHA. Excellent life corporation has collaborated with hundreds of other USA corporations for consumer-friendly service.



This product share information about the Insurance Company info.

greatlifeinsurance

SERVICES



CONSULTING FOR CORPORATE INSURANCE

We offer consultation for corporations.

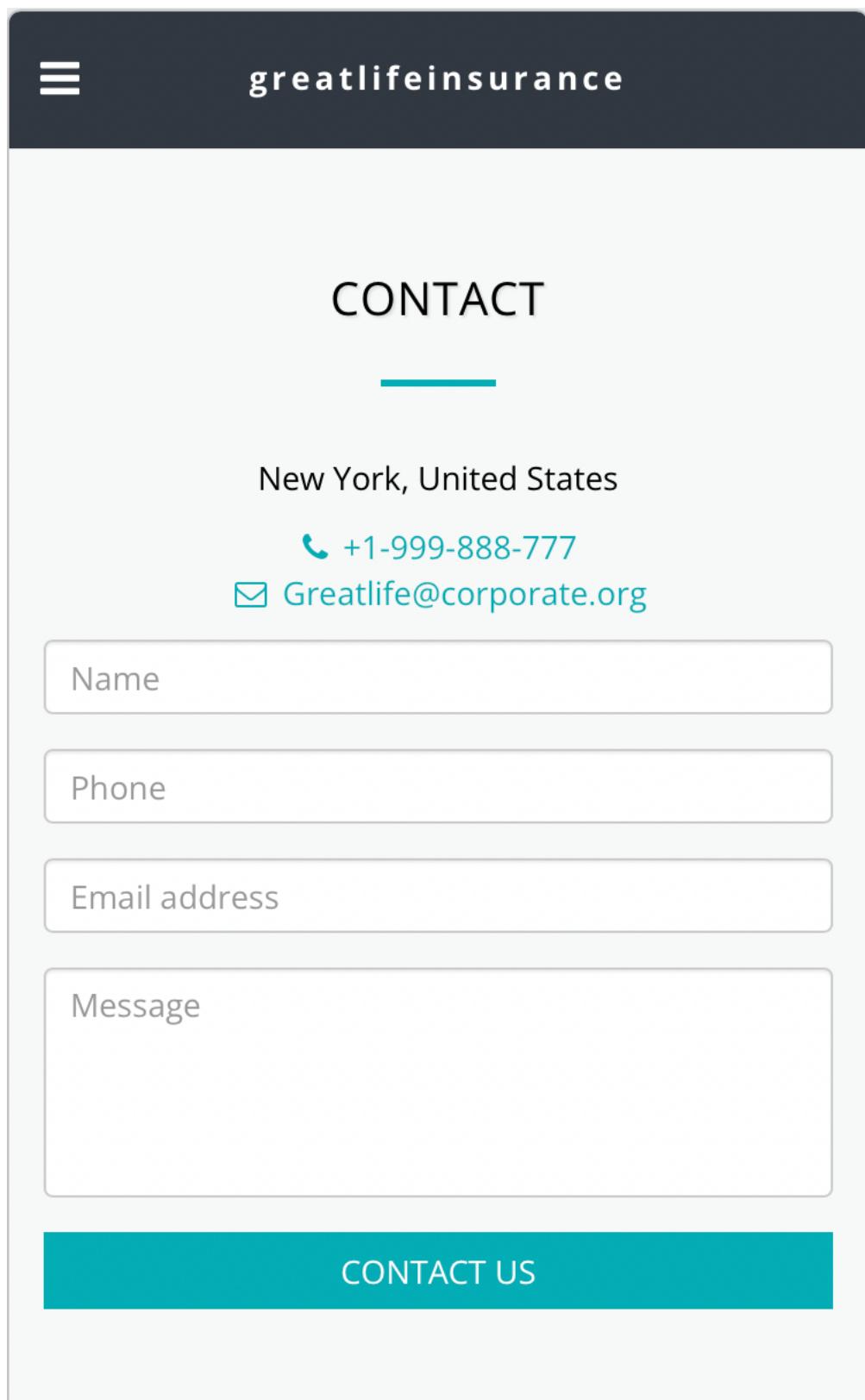


GREAT LIFE FINANCIAL SERVICES

Financial Division

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Services provided by the Great Life Insurance corporation



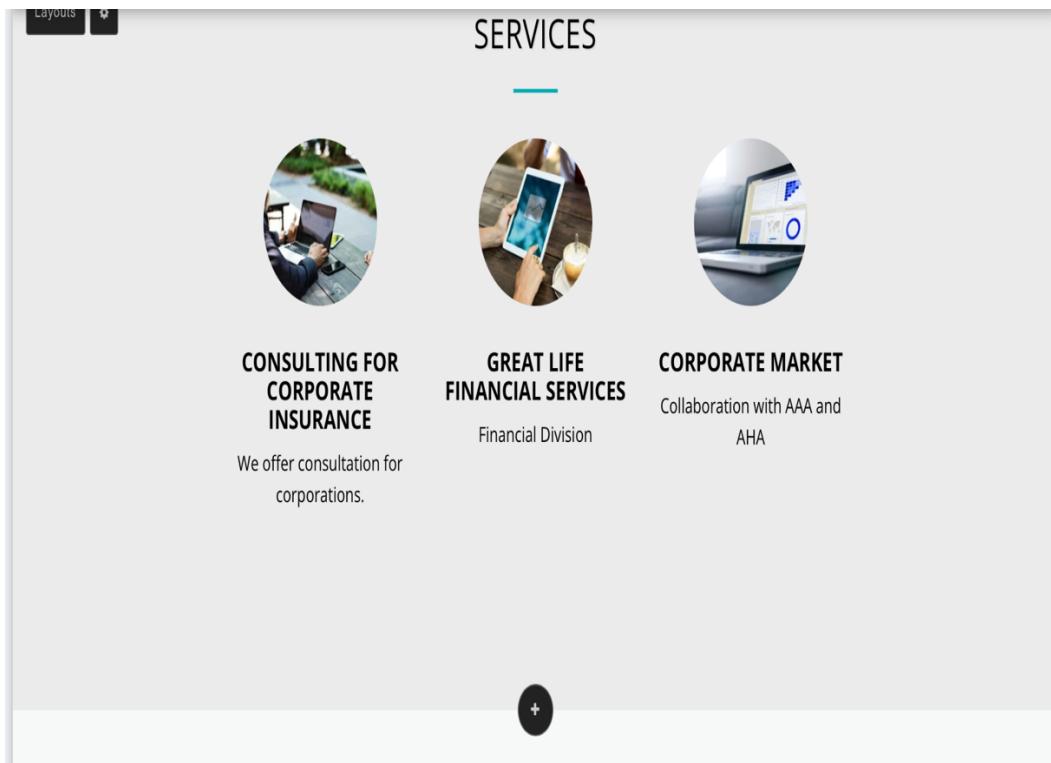
The image shows a mobile application interface for Greatlife Insurance. At the top, there is a dark header bar with a menu icon (three horizontal lines) on the left and the company name "greatlifeinsurance" in white text on the right. Below the header is a large, light-colored central area. In the center of this area, the word "CONTACT" is displayed in a large, bold, black font. A thin horizontal teal line is centered below "CONTACT". Underneath the line, the text "New York, United States" is displayed in a smaller black font. To the left of the address is a small teal phone icon followed by the phone number "+1-999-888-777". To the left of the email address is a small teal envelope icon followed by the email "Greatlife@corporate.org". Below these contact details are four input fields: "Name", "Phone", "Email address", and "Message", each enclosed in a light gray rounded rectangle. At the bottom of the screen is a solid teal button with the white text "CONTACT US".

Contact us information about the corporation

The above give demonstration only defines the mobile application. Rest of the web user experience and the cloud services are defined in the below demonstrative pages.



A screenshot of the 'ABOUT' page from the 'greatlifeinsurance' website. The header is identical to the homepage. The main content area features a heading 'ABOUT' and a text block describing the company's mission to provide consumer-friendly insurance products through collaboration with AAA and AHA. To the right of the text is a large, scenic photograph of a city skyline at sunset, likely Chicago, with numerous skyscrapers visible against a colorful sky.



Conclusion:

By this project work I can demonstratively share the information about the insurance product. I accomplish the various business operation task during the project work. As technical product manager I provided the various demonstrative services and release the product on the time.

Bibliography:

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