# This is in branch

# Solution to increase Sales for InsureMyElectronicGadgets(IMEG)

**Problem Statement 1:** Users forgetting to get insurance Quotation.

Solution:

As it is clearly mentioned that IMEG is certified and excellent in privacy and data protection policy; users must have trust with them sharing their incoming emails. If yes, IMEG can have user consent of accessing his emails. Once user accepts, we are done.

Whenever a user buys a product online; he would get an order confirmation email; we will have to identify maximum possible keywords coming in their emails such as “Thanks for purchasing product X from us”; once we read that user has purchased any product, we have to send him a congratulation emails along with informing him that he can now buy an insurance for the product and we will help him get the best quote.

**Problem Statement 2:** 75% of the users exit app without even getting the end result.

Solution:

There might be two problems behind it, first being a long form to be filled and another being system (either app or server) taking a long time showing him results.

A long form is never considered as good user experience; to handle this; the form should be short and more than 50% of the details should be prefilled for him. We can have social media login for him and will get half of the user details from Google+/FB/Twitter etc. Once user has half the work done he feels lesser pain filling up rest of the form fields.

As mentioned, system takes 5-120 seconds to get the results; this is certainly a longer time. Waiting for 2 minutes to get the result makes life harder; and if he has to do few more comparisons, he will certainly loose interest. To fix this, mobile side and server side developers need to profile the system accordingly. Few of the technical suggestion to sped up the Client-server communication are:

1. Data Caching of the latest running products.
2. Try to do indexing of the maximum possible tables.
3. Use Views if we have relational database such as SQL Server, Oracle etc.
4. The OCR library for reading image to text should be optimized.

**Few more suggestions for IMEG:**

1. If they are planning to roll out application in 10 more countries; make sure that you have localization support for each country. People are more comfortable in their own language.
2. IMEG can run some promotional plans such as “extending the insurance to three more months” to the selected customers (based on their history, their claims and the volume of purchase with us). This should not be any additional cost to IMEG and users would be happy getting such offers.
3. The referral system could also be a good option; say add 10€ on each referral which could be used on any insurance plan purchase.
4. Along with web/app based sales; people also like someone to speak to them and he could suggest him a best plan so a toll-free call center should also be a good option however it will incur a cost.