**HCSC- Launched a flagship mobile web app to enhance customer experience and retention rates for a $140B Healthcare Firm**

**Business Challenge:**

* Our client- **a fortune 100 $140B healthcare firm** wanted to solve the following business challenge
  + Our healthcare client had launched a web app that allowed users to review their medical history and appointments
  + Since this web-app was not necessarily designed for mobile devices (iOS and Android) but mostly for laptops and computers, users of this application complained about the user interface and the reliability issues related to this web-app
  + Users couldn’t retrieve medical history and corresponding expenses on their mobile devices and often complained about service downtimes
  + They started adopting competitor's services and this resulted in significant reductions in customer satisfaction and retention rates for our client

**Business Requirements:**

* + Our client needed a senior consultant to rearchitect the system and address the following requirements
    - Ensure the user interface is intuitive for iOS and Android users
    - Ensure the users can track their appointments, medical records and expenses seamlessly using this web-app on their mobile devices
    - Reduce the system downtime and enhance customer experience

**Our Approach & Solution**

* Creospan provided a team of consultants specifically 1 Senior Consultant
* We adopted the following approach for this client
  + **Conducted Consultative Sessions**
    - Reviewed the exiting architecture, data flows, customer complaints and identified potential causes for downtime, latency, and customer dissatisfaction
  + **Reconstructed Data Flows to minimize downtime**
    - TBD – How? - Pending additional inputs from our POC
  + **Redesigned User Interface to enhance customer experience for mobile devices** 
    - TBD – How? - Pending additional inputs from our POC

**Business Benefits**

* **Enabled Cross-Platform Compatibility**
  + Users can seamlessly manage their medical records and history on both mobile (iOS and Android) and desktop devices
* **Enhanced Platform Reliability & Customer Satisfaction Rates**
  + The newly architected data flows resulted in 50% reduction in downtime and significantly enhanced customer satisfaction score
* **Productivity & OPEX Savings**
  + Reduction in system downtime has resulted in rise in productivity for customer support and development teams since they can now allocate more time towards enabling new services for end users

**Consultant Interviewed: James Bray (BCBS) - Technical Engagement Manager**

**Skill Set:** Agile, Safescrum, XP, Project Manager, TEM

**Mobile Web-App Snapshot:**

