HOME ✚ AUTO

Overview

The need
FIMC wanted to deliver increased value to members by offering an enhanced, high-quality mobile experience.

The solution
FIMC engaged IBM Premier Business Partner PointSource, LLC to design and deliver a mobile solution using IBM® MobileFirst™ Platform and IBM Rational® Test Workbench software, and the IBM DevOps Services for BlueMix platform.

The benefit
PointSource delivered the new mobile application in three months, and the app has helped FIMC increase its renewal rate by letting it showcase member benefits through a far more compelling and consumable experience.

Financial Insurance Management Corp.

Increasing customer renewals with a mobile solution delivered in just three months

As a leading provider of outsourced customer membership programs, Financial Insurance Management Corp. (FIMC) offers customer service, point-of-sale (POS) training, regulatory compliance guidance and marketing support to a diverse set of customers, including Wells Fargo, Precision Tune, AAMCO and Citibank. FIMC produces customized packages for customers, then provides services to fully manage the packages. Founded in 1974, FIMC is headquartered in Sarasota, Florida.

Seeking to enhance customer services

FIMC wanted to deliver increased value to members by offering an enhanced, high-quality mobile experience. "In the insurance industry, customers expect seamless communication with their provider. A mobile solution must deliver an exceptional customer experience to be competitive," says Briana Frank, director of marketing and digital experience at IBM Premier Business Partner PointSource, LLC. FIMC hoped that by providing mobile services, it would simplify the renewal process for members. In the past, members might not realize that their roadside assistance or discount services had expired until they tried to use them. At that point, they would have to use traditional means, such as email or a phone call, to contact FIMC to renew their service. FIMC wanted to streamline this process so that members could easily renew from any location, ensuring more continuous service. Additionally, FIMC wanted to deliver faster access to its benefits and promotions, helping members gain more value from their memberships and thereby increasing the likelihood that they would want to renew.

The mobile solution has transformed FIMC's relationship with customers. "PointSource's ability to translate our business objectives into a mobile strategy enabled us to deliver a solution that adds value to our existing customers and is a differentiator for us to attract new customers as well," says Scott Liberatore, president and chief executive officer (CEO) of FIMC.

Creating an intuitive mobile app quickly

FIMC engaged IBM Business Partner PointSource to design and deliver a mobile application using IBM MobileFirst Platform and IBM Rational Test Workbench software. FIMC chose PointSource because PointSource took the time to help articulate the business requirements and was able to quickly deliver a solution, building the prototype in under four weeks and deploying the finished application in three months.

PointSource used the MobileFirst Platform software to create a mobile solution that integrates with FIMC's existing back-end systems, which house member information and other data. The mobile solution improves the user experience by providing an intuitive interface and by helping FIMC customers stay connected from just about anywhere. The solution delivers support for multiple devices, including Apple iOS and Android. PointSource wrote a single hybrid application with MobileFirst Platform software that supports both device platforms.

PointSource used the Rational Test Workbench software to help improve application quality. "Throughout the software development lifecycle, testing in different phases is instrumental to guaranteeing software quality. Rational Test Workbench software enabled us to achieve those quality goals by doing functional and automated tests," says John Cammarata, senior software architect at PointSource. Automation and continuous testing will play a key part in the solution development in the future. "We're working towards the principles of DevOps in our roadmap," says Cammarata.

Solution Components

Software
- IBM® Rational® Test Workbench
- IBM® MobileFirst™ Platform (formerly IBM Worklight®)
- IBM DevOps Services for BlueMix

IBM Business Partner
- PointSource, LLC

Speeding new services to customers

The mobile application provides numerous services to FIMC members, including one-touch roadside assistance, targeted discounts and promotions, social media interactions, email testimonials, claim submission, deductible management and vendor promotions. PointSource plans to deliver a new version of the application to FIMC once a month, including new feature enhancements or improvements based on customer feedback.

"We're on an iterative development schedule and we deliver based on the FIMC priorities," says Cammarata. PointSource uses a transparent development model supported by the cloud-based IBM DevOps Services for BlueMix technology, an open, integrated rapid development experience optimized for the IBM BlueMix platform. Using the DevOps Services solution, PointSource can create work items to share with FIMC, so the development process is completely transparent. This process helps PointSource stay synchronized with FIMC priorities and keep up with changing business requirements.

Increasing renewals

By putting benefits right in front of members, the new mobile application has helped FIMC increase its renewal rate. FIMC is now better positioned to build customer loyalty through an optimized mobile experience. With help from PointSource, it can develop, deploy and manage the apps it needs to maintain near-real-time connectivity to customers, quickly and efficiently. The sophisticated, intuitive GUI of the mobile application facilitates ease of use and enhanced company branding, helping FIMC increase interaction with its existing customer base.

> *"Throughout the software development lifecycle, testing in different phases is instrumental to guaranteeing software quality. Rational Test Workbench software enabled us to achieve those quality goals by doing functional and automated tests."*

— John Cammarata, senior software architect, PointSource, LLC

"PointSource's ability to translate our business objectives into a mobile strategy enabled us to deliver a solution that adds value to our existing customers and is a differentiator for us to attract new customers as well," says Scott Liberatore, president and chief executive officer (CEO) of FIMC. "In delivering against our business goals, PointSource also identified ways for us to optimize for faster, higher-quality delivery with IBM tools for the mobile development lifecycle."

About IBM DevOps

The capabilities in this case study represent elements of the IBM DevOps solution. The DevOps approach is an enterprise capability for continuous software delivery that can enable organizations to seize market opportunities, respond more rapidly to customer feedback, and balance speed, cost, quality and risk. By applying lean and agile principles across the software delivery lifecycle, the DevOps approach helps organizations deliver a differentiated and engaging customer experience, achieve quicker time to value, and gain increased capacity to innovate. The IBM DevOps solution uses an open-standards-based platform and a continuous feedback loop across the delivery process, and it is designed to integrate into existing heterogeneous lifecycle environments to deliver value quickly.

There are six key practices to the DevOps approach: continuous business planning, collaborative development, continuous testing, continuous release and deployment, continuous monitoring, and continuous customer feedback and optimization. MobileFirst Platform and Rational Test Workbench software supports collaborative development and continuous testing, respectively, while the DevOps Services for BlueMix platform provides an integrated developer experience supporting the software delivery lifecycle.

For more information

To learn more about IBM MobileFirst Platform software or IBM solutions for DevOps, please contact your IBM marketing representative or IBM Business Partner, or visit the following websites:

ibm.com/software/mobilefirst

ibm.com/ibm/devops/us/en