

Case Study.

Unique People
Database
(UPD)




Background



Leading the insurance market as the company with the highest turnover in the industry, our client is also present in Uruguay, Paraguay, Brazil and Colombia, making it one of the most important insurance companies in the Southern Cone.




Challenges



The client needed to unify the customer and prospect base of its three business lines, in a single centralized database to have greater visibility for future commercial and management initiatives.




Business Objectives



To eliminate the company's silos, democratizing the information on transactions and services contracted by users. At the same time, this platform needed to be able to process large amounts of data for subsequent analysis.



Solution



We use the Scrum methodology to divide the project into three teams specialized in different technologies, adjusting to the requirements of each development phase with biweekly iterations. The quick integration and adaptability to the client's work philosophy were key points.



Results



- Integration of the different databases of the company's various groups in the Unique People Database (UPD).
- Increased visibility of the business over the customer base for different commercial initiatives.