



CASE STUDY | INSURANCE

Brazilian auto insurance provider is first to market with on-demand insurance app

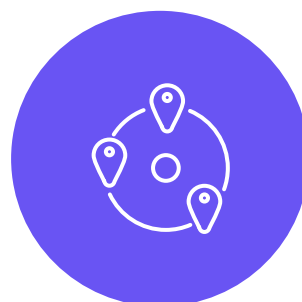


About the customer

One of the leading auto insurance providers in Brazil.



1M+ clients



50+ branches



**30+ years in
operation**





Business challenges

Our client endeavored to capitalize on emerging market opportunities by evolving its business model to offer customers new value and provide more personalized digital experiences and services.

1

Access Agile development benefits to bring new products and services more quickly to new customer segments.

2

Stay competitive and grow in an emerging insurance market.

3

Optimize product operations within the current business and introduce new Agile processes.



How Softtek comes into play

Softtek applied Lean Inception and additional Design Thinking methodologies to develop an on-demand insurance platform.

Learn

Facilitated collaborative knowledge and ideation sessions to determine ideal product features and processes.

Test

Iterated and improved MVP UX and launched an on-demand insurance platform.

Build

Designed a minimum viable product (MVP) with information gleaned through the "Learn" phase.



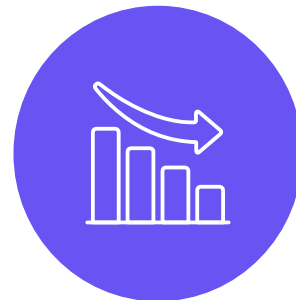


Business impact

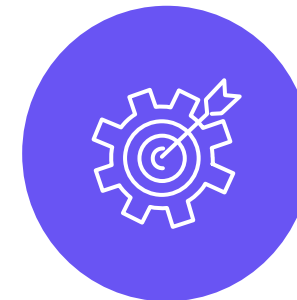
Over the decades, our client has always prided itself on its ability to adapt and innovate. With new Agile capabilities helping it arrive first to market with an on-demand insurance app, our client showed yet another example of its focus on the future.



First to market with on-demand insurance app.



90% reduction in time to develop and launch a new product, based on its pre-Agile benchmarks.



Aligned the organization under a shared vision and objectives, eliminating silos and speeding new product development.



Enabled Agile ways of working to permeate the design and optimization of processes centered around cost efficiency and ensuring a delightful UX.



ABOUT SOFTTEK

Founded in 1982 by a small group of entrepreneurs, Softtek started out in Mexico providing local IT services, and today is a global leader in next-generation digital solutions. The first company to introduce the Nearshore model, Softtek helps Global 2000 organizations build their digital capabilities constantly and seamlessly, from ideation and development to execution and evolution. Its entrepreneurial drive spans 20+ countries and more than 15,000 talented professionals.

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