

Southern Cross Travel Insurance

Case Study

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Southern Cross Travel Insurance (SCTI)

<https://www.scti.com.au/>

Background

SCTI is a travel insurance specialist operating in both New Zealand and Australia, providing insurance to hundreds of thousands of travellers and offering customers a wealth of experience and expertise.

Their retail presence is 100% online and as such their website is a business-critical platform.

Sitback was engaged to deliver an end-to-end project including User Experience, Planning, Build and Ongoing Support & Optimisation.

The overarching goals for the project were to provide an optimised and seamless experience across devices, to reduce the administrative overhead of maintaining two separate sites and to improve SCTI's conversion rates.

In May 2017, SCTI reported an uplift of 9.3% in their online sales through the new website, as a result of the changes implemented by Sitback.

Highlights

- ▶ Nearly 10% increase in conversions
- ▶ Highly scalable platform
- ▶ Umbraco CMS implementation
- ▶ Integration with multiple external systems e.g., Payment Gateway, Policy Portal
- ▶ Extensive API review and optimisation to ensure a seamless experience



Approach

Following the Design and Creative phases, Sitback developed the website using Umbraco CMS to provide essential content management functionality. We further customised the system to implement travel insurance conversion funnels, integrating with SCTI's back-office solution to generate and store the policies as well as process payment. In order to realise development efficiencies while maintaining flexibility and autonomy across geographic regions, the solution was built as a multi-site platform with the same underlying codebase serving both the Australian and New Zealand websites.

- ▶ We implemented a single CMS instance with the ability for content editors to create content in one location and determine if it should be displayed in AU, NZ or both
- ▶ We set up multiple environments in a new Azure hosting instance with automated backup and disaster recovery procedures
- ▶ We implemented a structured deployment process using Jenkins
- ▶ We integrated with a complex insurance system based in Denmark through many API's and process flows to facilitate the 'engine' of the SCTI website and added a bigger functionality set
- ▶ We implemented a seamless workflow for users wishing to make a claim for a policy purchased using the old insurance engine
- ▶ We used our strong psychology-backed UX approach to determine the optimum workflows for users wishing to get a quote, make a claim or review their policy

Outcome

- ▶ Implementation of deployment process through Staging, Authoring and Production
- ▶ Increased functionality through extensive API integration with Nordic insurance system
- ▶ Significantly improved page load time
- ▶ Lower hosting costs
- ▶ Implementation of Azure hosting using Blob storage with automated backups and Disaster Recovery
- ▶ Lower client administration time managing the websites due to the single CMS instance
- ▶ Completed the on-time and on-budget

"I just wanted to say again how awesome the team at Sitback are - I'm not sure if you know how grateful we all are about how responsive you all are. The support team is even more responsive than your websites, (and your websites are excellent)."

Anne Wentworth, Digital Project Manager at SCTI