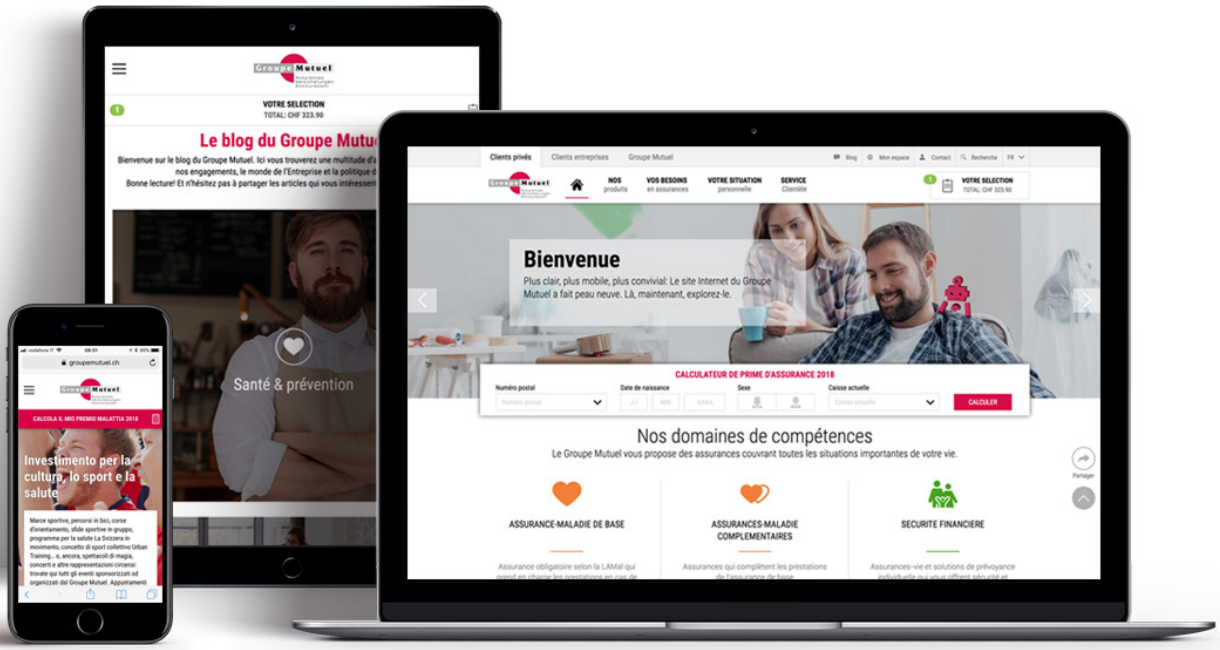
Groupe Mutuel
Assurances
Versicherungen
Assicurazioni

A website relaunch for the insurance company of tomorrow

A modern digital presence that centres around its 1.5 mil. visitors every month



TINEXT

GROUPE MUTUEL

Founded in 1890, Groupe Mutuel is one of Switzerland's leading life and health insurance providers, with over 2,000 employees, 5 service centres and 34 branches that serve close to 1.4 million private customers and approximately 22,000 corporate customers.
In 2016, Groupe Mutuel registered a turnover of 5.35 billion CHF. The company is constantly aiming to develop new markets while anticipating and imagining tomorrow's health insurance sector.

Time constraints, massive content uploads and strict quality requirements

Recognising the growing importance of the Internet and immediate communication in modern society, Groupe Mutuel became aware that its corporate website required a redesign.

After a round of testing and evaluation, the company decided that Magnolia CMS was the best content management system for its needs and sought out the right company to develop the new portal. It was referred to Tinext directly by the software vendor.

Quality was a priority for the client, who requires **complex graphics** produced by internal teams, **ergonomics/UX** defined and controlled by external experts, and **strict validation cycles** across the board (for HTML/CSS, Magnolia implementation, pages with loaded content, etc.).

Tight timelines were another challenge, since the company had only **six months** to implement analyses and massive content uploads and introduce a number of new features.

After a detailed presentation, Tinext was chosen for its ability to rapidly increase the resources available and to manage the transition between the old and new website. Starting work in July, Tinext put a dedicated project manager at the disposal of Groupe Mutuel, which made it possible to complete tasks relating to analysis and specification; development, integration and testing; and the uploading (in four different languages) of a massive amount of content in just a few months, in order to deliver the final product exactly on schedule in December while working with limited access to environments due to strict corporate security policies.

Content, cross-device functionality and millions of visits

Two functionalities were essential to Groupe Mutuel: information requests and contact with customer service. These two features had to fit the needs of four fields of coverage and expertise, each with different product, and adapt to three content universes: private customer, enterprise/corporate customer and Groupe Mutuel corporate data (with a dedicated blog).

Focusing on a **high-quality user experience and interactive features**, Tinext created a website that can be used with any type of device. Clear, easy-to-find explanations across 2,000+ pages make it possible for current clients and prospects to find the answers to their queries, thereby avoiding having to call or write the contact centre. However, should the client need to get in touch, Tinext set up **a convenient chatbot to better direct inquiries**. The creation of **a calculator widget** even gives Groupe Mutuel a competitive advantage, providing users **real time information** on health premiums.

Behind the scenes, the requirements were quite notable: the website receives 15 page views per second, which translates into 1.5 million page views per month with a max of 300 concurrent user sessions. Housing everything on the client's infrastructure, Tinext integrated the legacy propriety product into the new system and provided a cutting-edge analytics platform, migrating all legacy data.

Users at Groupe Mutuel now also log in with **various permission levels** and content-specific editor groups, mapping them to the corporate security system all while operating on a platform where **content editing and publishing is simple and easy**.

All of this was **delivered on time** and **completely within budget**, while reducing the request load of the contact centre thanks to clear and easy-to-access information.

> "The collaboration with Tinext went very well. Despite the potential for tensions inherent to this type of project and in the time given, customer-supplier communication was permanent and both parties worked hard to find the best solution for the project. This point was crucial for the success of the project."

Novella Bellonia –
Head of Digital Marketing,
Groupe Mutuel

RESULTS

+2.000
Web pages created in 4 different languages

15
Web pages views every second

Project
finished on time

1.5mil
Visits/month

300
User sessions

Budget
limits respected

About Tinext

Tinext is a provider of bespoke digital experiences, helping enterprise customers generate more value for their businesses.

We provide **digital advisory** services on planning and executing end-to-end customer journeys across digital channels as well as project **delivery**, to enhance digital customer experiences, introduce new technologies or connect with existing tools. Tinext also provides digitally-focused **operations**, to manage and run these new systems for our customers.

Tinext partners with leading digital platforms, CMS vendors, customer engagement solutions and CRM and marketing automation suppliers, which alongside our two proprietary data centers in Ticino (Switzerland), enable us to provide solutions that have significant business impact for our customers and their end-users.

We believe that talent and technology, combined to deliver exceptional customer experiences are the key to generating solid long-term business results.

www.tinext.com

Tinext
Viale Serfontana 7
6834 - Morbio Inferiore
Switzerland

T. +41 91 612 22 66
info@tinext.com

Tinext Italia
Via Borghi 8
21013 - Gallarate (Varese)
Italy

T. +39 0331 677 747
italy@tinext.com

Tinext Middle East
2806, Mazaya Business
Avenue - BB2, JLT
Dubai - UAE

T. +971 4 362 52 09
me@tinext.com

Copyright © Tinext. All rights reserved.

TINEXT