



Employees of
Zurich Insurance



Zurich Employee Perks Mobile **App** Development

Product Overview

Zurich Employee Perks is a cross-platform mobile app (compatible with iOS and Android platforms) for employees of Zurich, a leading insurance provider. The mobile app lets them access corporate privileges related to health and fitness, food and beverages, lifestyle and learning, and much more in a quick and easy manner.

About Our Client

Rewardz Private Limited is a Singapore-based company renowned for its integrated health and fitness programs targeted at corporates and their employees. The mission is to help corporates drive their workforce's efficiency and ROI (Return on Investment) by encouraging employees stay fit.

Zurich Employee Perks was offered by Rewardz to Zurich, a Swiss insurance company headquartered in Zürich, Switzerland. The company's business portfolio is segmented in 3 areas, namely, General Insurance, Global Life and Farmers. The company was ranked as 75th largest public trading company in the Forbes' Global 2000 list in 2013.

Company Challenges

- Making the corporate privileges accessible via mobile devices
- Managing multiple health and fitness vendors on one platform
- Empowering users to redeem their fitness reward points easily
- Bringing transparency and accountability in its relationship with Zurich

Solution: Features and Benefits

We succeeded in developing a cutting edge hybrid mobile application which is applauded by users across both platforms.

Quick access

With this app, an employee can easily find places to avail himself/herself of the entitled corporate privileges. Offerings are categorized as shown in the image.

Identification

There is no obligation for an employee to carry his or her membership card to get identified at the merchant place, as the app holds a redemption screen which the merchant can identify easily.

Geo-specific search

The user can easily filter out benefits available around his/her office, home or anywhere. There is a "Near me" function complemented well by a map tool to make the hunt easier.

Merchant request

Merchants can approach Zurich to tie-up with them and market their products and services. They can easily manage their accounts via the app.





Result

Zurich Employee Perks has immensely benefited the employer and its employees. Since it's accessible to a limited number of users, the reader should not expect a high number of stats in its favor on app stores.

However, the users are extremely satisfied with its performance. It has secured a rating of 4+ on Apple app store, which is excellent. On Google Play, it performed even better. Here it got 5.

Benefits for Zurich

- Reduced healthcare cost
- Increased customer-satisfaction
- Increased ROI (Return on Investment)

Benefits for the Employees of Zurich

- Healthy and stress-free life
- Reduced healthcare bill
- More saving on fun activities
- Happy family
- Better work-life balance

Why it Interested Us?

Zurich Employee Perks mobile app development provided us with an opportunity to showcase our core technology strength, i.e., building cross-platform mobile applications using PhoneGap or Cordova, the latest web technology framework that houses HTML5, CSS and JavaScript.

It also acquainted us with the digital-experience that employees love when it comes to finding services that bring fun and pleasure in life. Unveiling the customer-insights and mobile app industry trends was quite interesting. We were happy to know the overwhelming response that our work, i.e., mobile app development evokes in millions of mobile users.

Strategy

We were focused on building a strategic app underpinning the business objectives of our client, that is, – shifting the healthcare-focus from curative treatment to preventive one. And since health is a subject matter of not just the person in question, but also those who support him or her to keep up with the good health, i.e., healthcare services provider, health and fitness brands, foods and beverages manufacturers, fun and recreation centers, and insurance companies, among others, it was essential for us to bring them into the discussion of the mobile app development.

Development

We picked the right components and plug-ins of PhoneGap or Cordova framework to build the application. We successfully integrated them with the native features of Android and iOS operating systems. Our Android app development and iOS app development teams made it happen by intelligent use of the features and capabilities available with the respective SDKs (Software Development Kits).

Testing

To make sure that Zurich Employee Perks stays up to the expectation of its users, we performed a series of tests as discussed below before giving it a final nod to move towards the app stores.

1. Interrupt conditions

We examined the vulnerability of the app against possible interruptions caused due to incoming/outgoing calls, pop-up alerts and notifications and the device's power cycle.

2. Installation conditions

We made sure that the processes like installation, uninstallation, update and upgrade of the app remain fairly simple.

3. Network conditions

We analyzed the above processes under different network conditions.

4. Performance conditions

We closely monitored the resource-consumption level (CPU, RAM, graphic, network, battery, etc.), on different mobile devices.

5. Device integration conditions

We also analyzed the interaction of the app with different components including GPS, video and camera.

Publishing

To make the app easily available and accessible to its target audience, that is, employees of Zurich, we published the app on Google Play and iTunes. We adhered to the guidelines of the respective stores while doing so.

About Us

Root Info Solutions (RIS) is a globally acclaimed Information Technology consulting and outsourcing company based in the UK. We have an offshore software development and implementation center in New Delhi, India. We provide enterprise web and mobility solutions using different programming languages/frameworks including PhoneGap, Drupal, Angular JS, Magento, Python, Android, Swift, and more. We have been serving clients across different sectors and verticals since 2004.

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