

ELEVATE BENEFITS

Learn how this Insurance and Financial Advisor Firm **Bridged** the Gap between **Employers – Employee Benefits** with an Online Market place for Brokers.



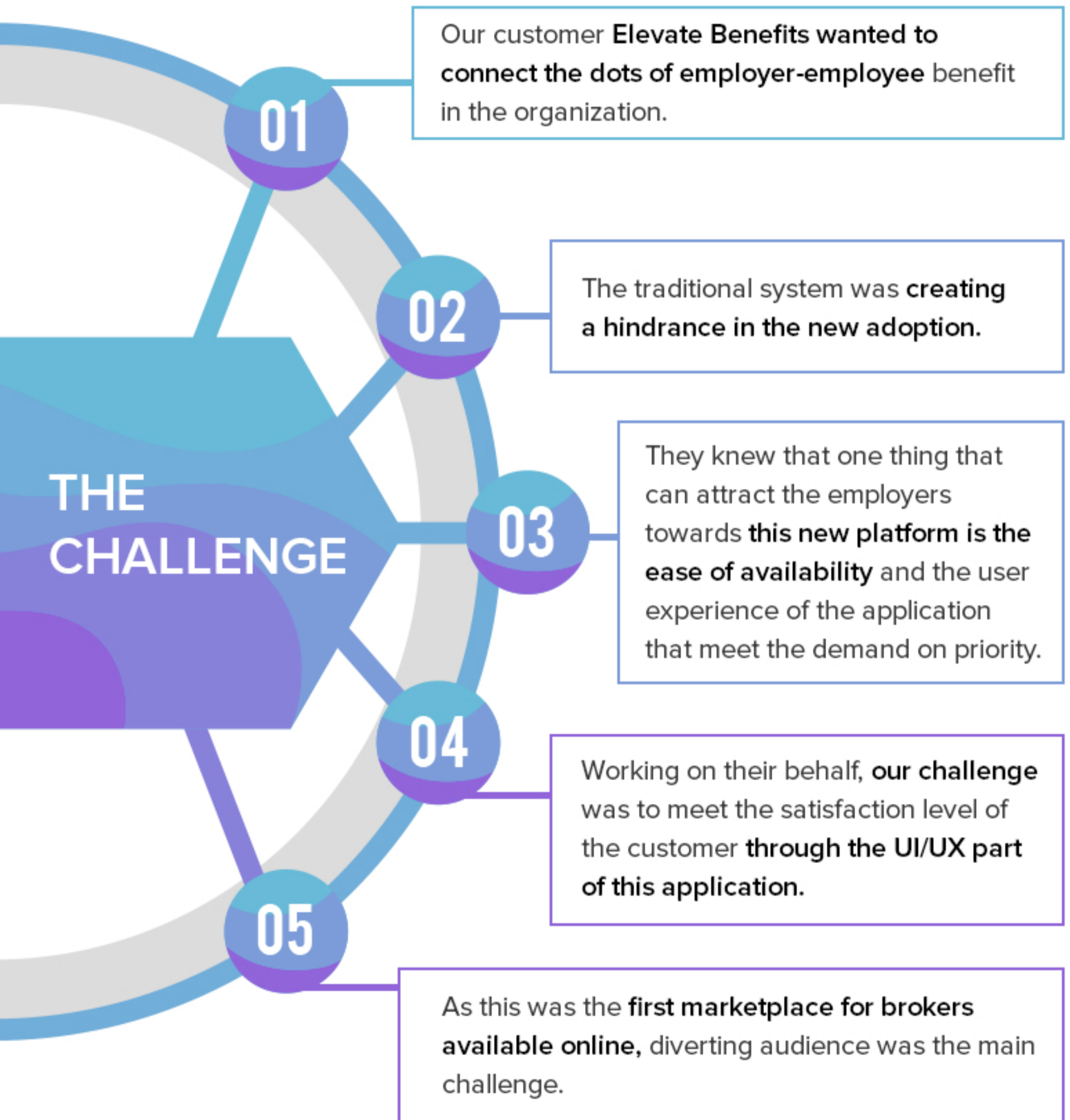
About Our Client

Our client Elevate benefits is an independent insurance and a financial adviser company that aims to align each employee with the value they bring to the organization and the benefits received from it. Located in Alpharetta Georgia, **Elevate benefits has also made buying decisions easier** for the employer by integrating tools into practice that saves both time and money.

Situation Analysis

As an independent insurance and financial adviser company, our client Elevate Benefits has initiated a new platform for augmenting the benefits of each employee and the employer in the most hassle free method. The idea behind this concept is to educate each employer and the employees with the benefits they are entitled to and that eventually will bring profound success to the company as a whole.

To bring this idea into practice, they approached us. We at HyTechPro created a detailed solution for them. With our updated and hi-tech technologies that save time, money and resources, we offered them a solution that fulfilled the demands of the client.



The Requirement

Our client wanted to develop a marketplace to help employers and the employees find the right benefits broker for them. In addition, they wanted to align each employer with the benefit of accessing their profile, **creating RFP's for the broker selection process, making employer feedback easy** and assigning the employers with their own repository to save their documents in the app and link the documents in different features.

THE SOLUTIONS

Step
1

The solution we proposed **was an agile** application.

Through **our latest technology and easy implementations**, we developed a marketplace for this platform using **LAMP based on MVC** architecture design pattern.

Step
2

Step
3

Further to implement this design pattern successfully and to enhance the user experience of the platform, we used **Laravel Framework and MySQL** engine for the database.

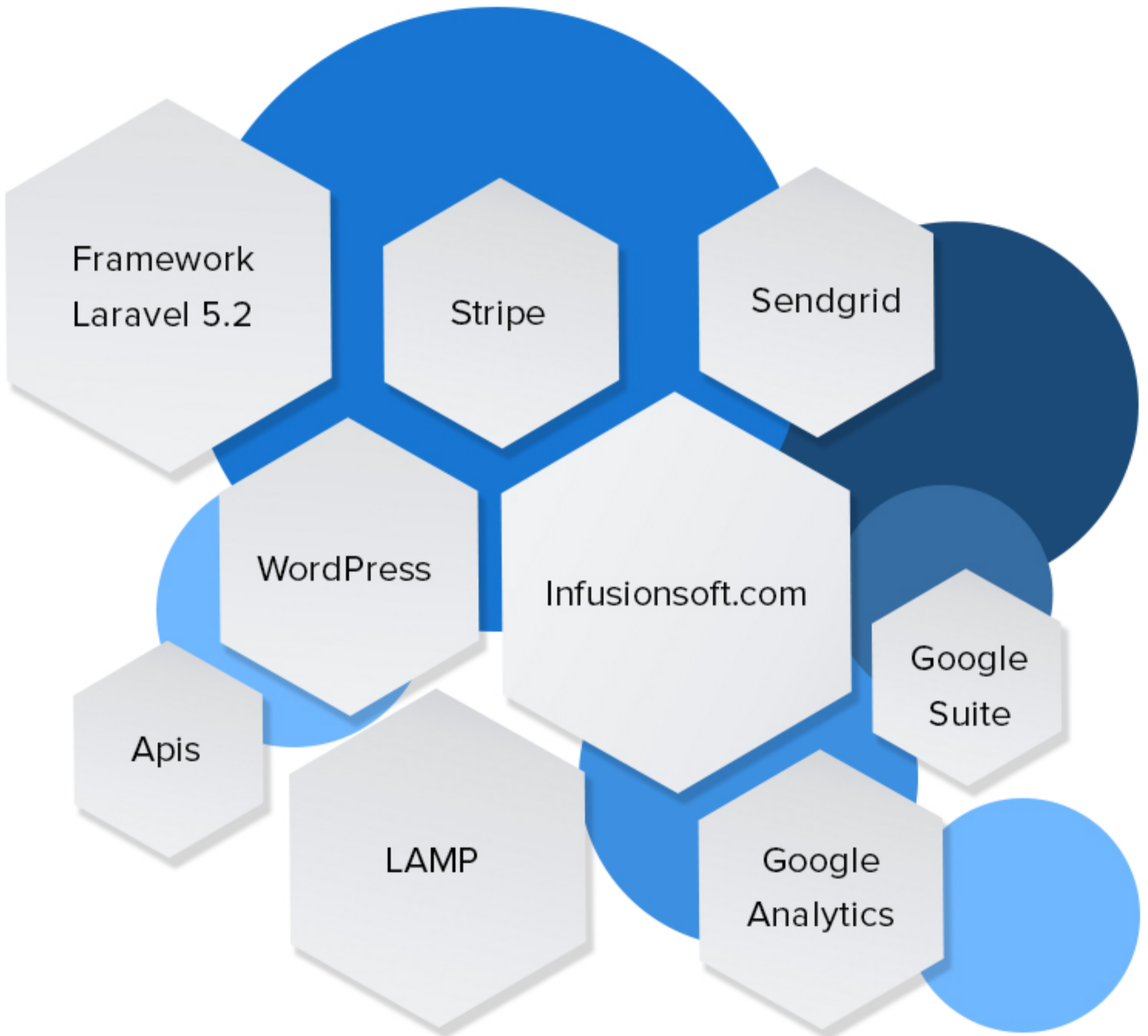
In addition to this, we implemented a **CRM part too for the easy access** of data through a third party software Infusionsoft.

Step
4

TECHNOLOGIES DEPLOYED

We deployed the **latest technologies** to suit the requirements of our client.

They are as follows:



THE RESULT

- As a result of our app development and the launch of MVP, our client was successful in acquiring a considerably good number of new customers.
- In addition, campaigns too were planned by us for our client that resulted in customer addition and relatively more accurate data for their webinars and leads.
- This platform is expected to gain momentum and add approximately a few more thousand users in the coming year
- As a result of increased traffic, integration of traffic support will be required, reflecting the scale of success in such a short span of time
- The problem of employer-employee and broker gap has been fulfilled to a considerable percentage
- Our Client, Elevate Benefits has been absolutely delighted by our result-oriented product development and our customized services.



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