

People Process Technology



Elixir Technologies Mobilizes Life Policies to Win Sales for a Global Wealth Management Brand

For decades, Elixir has worked alongside line of business users to support and improve efficiency in financial and insurance organizations.

Elixir's engagement with this global financial brand exemplifies a new kind of client-vendor partnership that enables innovation for both sides by leveraging digital business modalities. Digital business relationships like this one will cross traditional boundaries by reaching consumers online, in the greater ecosystem.

Elixir designed a new **WorkFlow** (powered by its Elixir Tango digital platform) centered around online touch points that happen through mobile devices and **WeChat**, China's ubiquitous social platform and communication app.

The new sales interaction lets consumers complete and submit life insurance policy application forms online through an integration of Elixir's custom application with the WeChat social app. The process is **secure** and **complies** with governing industry and regulatory standards for data privacy and information security.

Elixir Tango assembles and generates the digital policy contracts using the personal information it extracts from the application forms, then passes the contracts to consumers through another integration with a state-sponsored digital signing technology-to obtain a legally binding signature.

This all happens in less than **30 seconds**. New members experience a fast, seamless, mobile interaction that makes it easy to do business

BEFORE Elixir and Elixir Tango

It took at least three weeks to fulfill and deliver insurance policies for both new and returning members.

AFTER

Elixir integrates with WeChat to deliver fast, accurate, digitally signed policy contracts in less than half a minute. Chinese consumers experience a seamless shopping experience from the palm of their hands, when and where they want.

Elixir Digital experience Technology (Tango PaaS) hosts custom applications + Interfaces that support productive + focused employee experiences in highly regulated organizations.

Elixir guides scalar business transformation by bringing data to life and turning it into information that flows through the organization, and beyond, to reshape customer communication from the inside-out, through new digital touch points.

 Elixir Technologies Corporation
1314 East Ojai Avenue, Ojai, CA USA 93023

 info_us@elixir.com  805 641 5900

 elixir.com  @elixirbuzz

 elixirtech  elixir technologies