

HDFC ERGO Leveraged DevOps to Develop a Scalable Super App

The super app developed using DevOps practices provides a unified solution for all the needs of an insurance advisor ranging from managing claims, renewals, collaborating with peers, and accessing curated insights for improving their performance.

The challenge

Developing a digital platform for over 1.5 lakh advisors faces challenges in meeting diverse needs and features such as recruitment, onboarding, advisory referral, lead and source management and automated personalized sales aids. The existing system failed to adequately support these needs, impacting data on efficiency, earnings, and revenue.

The solution

The app was developed using DevOps practices with Flutter (front-end) and Node.js/Spring Boot (back-end) in a microservices architecture. Services were containerized and deployed on Google Kubernetes Engine (GKE) via a Jenkins CI/CD pipeline. Google Load Balancer and Cloud Armor ensured security, while Cloud Composer, Google Analytics, and GCP Operations Suite handled reporting and monitoring.

The result

The Sales Super App, developed using DevOps practices, empowered over 1.5 lakh insurance advisors by enhancing efficiency, conversion rates, and earnings, leading to increased client revenue. The app drove digital business growth with 4.5 million downloads in just six months.

“ Since its launch, the app has received an overwhelming response. This achievement really shines a light on how strong and reliable our shift to digital has been, all thanks to the incredible folks at Niveus Solutions. Their commitment to quality work and always putting the customer first has been a game-changer in hitting our digital goals. ”

Anubhab Goel, Head of Digital Innovation, HDFC ERGO General Insurance



About HDFC ERGO GENERAL INSURANCE PRIVATE LIMITED

HDFC ERGO General Insurance Company is a joint venture between HDFC, India's premier Housing Finance Institution and ERGO International AG, the primary insurance entity of Munich Re Group. The Company offers a complete range of general insurance products ranging from motor, health, travel, home and personal accidents in the retail space.

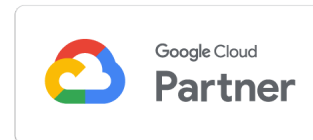
Vertical/horizontal solution: Financial Services

Primary project location: India



About Niveus Solutions Pvt Ltd

Niveus Solutions, a Google Cloud Premier Partner leverages cloud technologies to help enterprises with a range of cloud capabilities and services.



Products

Google Cloud Platform