

# FIMC Gives Clients

the Red Carpet Treatment,  
Substantially Improves Customer Renewals.



**Financial Insurance Management Corp. (FIMC)**  
knows the secret to success is to treat their clients like stars.

A high-quality mobile experience ▶ Clients get more value from their services  
More value ▶ More client loyalty  
More loyalty ▶ More renewals  
More renewals ▶ Business success!



In Under  
**4 Weeks**

they built a prototype, and in 3 months they rolled out the red carpet with a new mobile application.



**Client renewal rates soared**

That's no surprise

The new app streamlined the renewal process

Delivered faster access to benefits and promotions

Helped members more value from their services

Increased FIMC's responsiveness to their customer base



And it's only getting better:  
*PointSource, an IBM Business Partner, stays in sync with FIMC priorities and delivers a new version of the app based on end customer feedback to FIMC every month*

How did they do all that in just 3 months?

**IBM Bluemix DevOps services**  
Open, integrated rapid development experience

**IBM Rational Test Workbench**  
Automated, continuous testing to achieve quality goals

**IBM Worklight**  
Transparent development process



FIMC can now develop, deploy, and manage their apps more quickly, which helps them win the hearts and minds of their clients.

**Will the next award go to you?**

Read the FIMC case study here: <http://ibm.biz/FIMCCaseStudy>