



# MAAF

## CASE STUDY

*"Thanks to Jahia DX, MAAF was able to tailor its online presence for all types of devices and deliver enhanced customer experience through content pages that can be updated easily by non-technical staff."*

**Noëly Bonnifait** / Organizational Officer, DSI MAAF

MAAF is a French insurance company created in 1950. It currently insures more than 3.7 million people in France and counts 7,500 employees. A part of the Covéa Group along with other insurance companies, the mutual group is France's leading property and liability insurer.

MAAF places the satisfaction of its customers at the heart of its corporate strategy. New consumption patterns and digital trends are driving the insurer to overhaul its approach with customers.



Jahia product(s)  
jContent (formerly DX Manager 7.1)

Type of project implemented  
Website

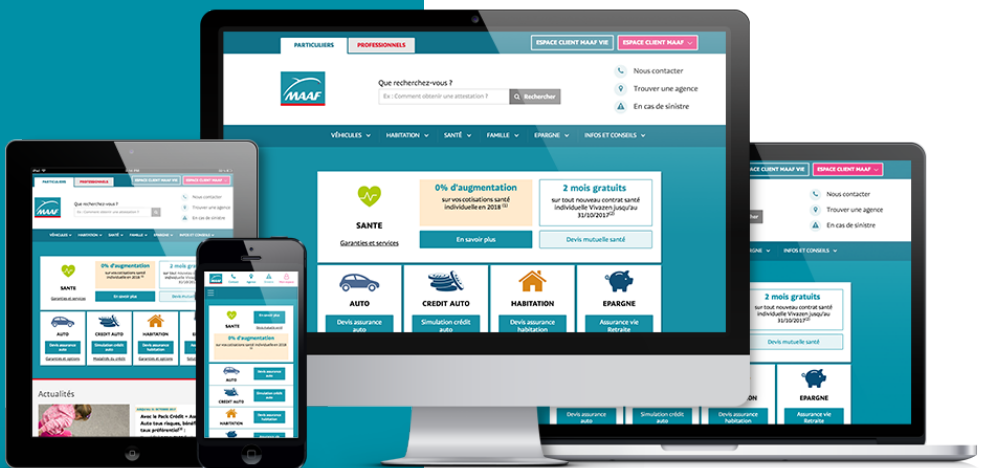
New website launched  
2016

Number of sessions per month  
+500 000 sessions

Number of website visitors per month  
+ 30 000 unique visitors

Number of managed pages  
+200 pages

FOLLOWING A  
THOROUGH STUDY  
OF CUSTOMER  
JOURNEYS,  
THE NEW MAAF  
WEBSITE WAS  
REDESIGNED  
TO IMPROVE  
PERFORMANCE ON  
ALL DEVICES.



## The Challenge

Digital transformation is a challenge for the insurance industry and MAAF needed to upgrade its website with responsive technology in order to meet the needs of its customers.

***“The Jahia engine enables us to create components that are complex yet easy to use. Thanks to Jahia’s capabilities, we were able to set up content interactions with external applications.”***

**Philippe Chrétien** /Applications Specialist,MAAF IT Department

## The Jahia Experience

Jahia is the reference Digital Experience platform within the Covéa group, owing to its web content management and integration capabilities.

***“We have designed specific modules with our technical team that allow me to create content autonomously.”***

**Aurélié Reverier Tunes Arroyo**

Project Manager, MAAF Communication Department

The migration of maaf.fr from the former JaliOS CMS to Jahia’s platform was performed over several months and followed a structured process. Beginning with the home page of the site, the teams integrated a new visual identity and also worked on fully rewriting the content sections of the site.

## The Business Value

With the Jahia platform, MAAF now has:

- › A website that meets all market requirements in terms of SEO and responsive design.
- › Fully autonomous teams who can publish content on the Intranet and Corporate sites.
- › MAAF teams are now focusing on creating new options for a “wow” effect that engages consumers and offers strong potential for recommendations and virality.

[www.maaf.fr](http://www.maaf.fr)

## About Jahia

At Jahia, we believe great digital experiences don't have to be complex. It only requires strong and continuous integration capabilities along with simple, intuitive interfaces that enable IT & Marketing to work together to build and manage multi-channel initiatives quickly and easily.

Leveraging our headless enabled, cloud-based platform, Jahia helps companies all across the world better utilize their content and customer data to deliver the right experience at the right time for truly personalized customer experiences. With an unparalleled level of flexibility and connectivity, ensuring our solutions can be adapted to suit their needs, Jahia cuts through the noise (and long implementation cycles) to **Make Digital Simpler**.

Founded in 2002 and headquartered in Switzerland, Jahia Solutions Group has its North American headquarters in Washington, D.C., with additional offices in Boston, Houston, Toronto, and throughout Europe. Jahia's loyal customer community counts hundreds of global brands and organizations, including Ben & Jerry's, Nationwide, NASA, and General Motors.

To read more case studies, please visit:  
<https://www.jahia.com/customers>

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Contact form

Demo request



## Resources

[www.jahia.com](http://www.jahia.com)

[academy.jahia.com](http://academy.jahia.com)

[store.jahia.com](http://store.jahia.com)

[youtube.com/JahiaCMS](http://youtube.com/JahiaCMS)