InsightAI

CLIENT STORY

Rapid Prototyping To Unlock Scalable Loyalty Based Growth



Consultancy

Story Snapshot

A leading organisation in Funeral Activities sector needed to modernise how it supported a large, traditional funeral home network, where manual finance processes and legacy technology were blocking growth. Within a five day Rapid AI engagement, Insight AI combined structured discovery, UX design and rapid engineering to deliver a working prototype that demonstrated real payment flows, invoicing and a Stripe based loyalty scheme using card issuing. The prototype was backed by clear ROI modelling, showing how a new platform could pay for itself quickly while reducing manual finance effort and high hosting costs, giving the client a compelling, evidence based case for full redevelopment.

The Challenge

The client had recently acquired several businesses and found parts of the funeral home network the hardest to integrate. Finance operations relied on manual work, consuming three days of team time every month and providing little visibility into account status for either internal staff or funeral homes. As a result, invoices went unpaid, some were written off and others were passed to a collections agency, creating revenue leakage and risk. At the same time, hosting costs for the existing product were very high, and the loyalty scheme, a key growth driver, could not scale without significantly expanding the finance team. In a consolidation year where operational efficiency was critical, the client needed a compelling, data backed case for a modern platform that could support growth without escalating overheads.





The Solution

Insight AI delivered a structured Rapid AI prototyping engagement designed to move the client from ambition to a business aligned, working solution in just five days. The team began by interviewing the client's product, finance and technical stakeholders to understand current and future product purpose, commercial drivers and technical constraints. Using a range of AI enabled design, development and modelling tools, Insight AI translated these insights into a new UX design and a fully functional software prototype.

The prototype demonstrated real world payment flows, invoicing and a Stripe based loyalty scheme using card issuing, alongside a proposed Stripe architecture. Insight AI also modelled commercial improvement pathways, evidencing how the new platform could rapidly pay for itself and reduce manual effort, giving the client a credible roadmap rather than slideware.

Results

The engagement produced a fully functional prototype that the client could present to its board as a tangible, end to end solution. Insight AI demonstrated that the proposed build could pay for itself within months, with full payback ROI estimated within 28 months and clear monthly net value thereafter.

The modelling highlighted savings from reduced manual finance effort, lower write offs and collections, and retiring an existing high cost platform in favour of a more efficient Stripe based solution. The client now has a well evidenced business case for redevelopment of its platform and loyalty scheme, grounded in real payment flows and measurable commercial assumptions; including a costed delivery plan for an agentic SDLC delivery.

28 months

Estimated period for the new build to pay for itself based on ROI modelling

$30k a month

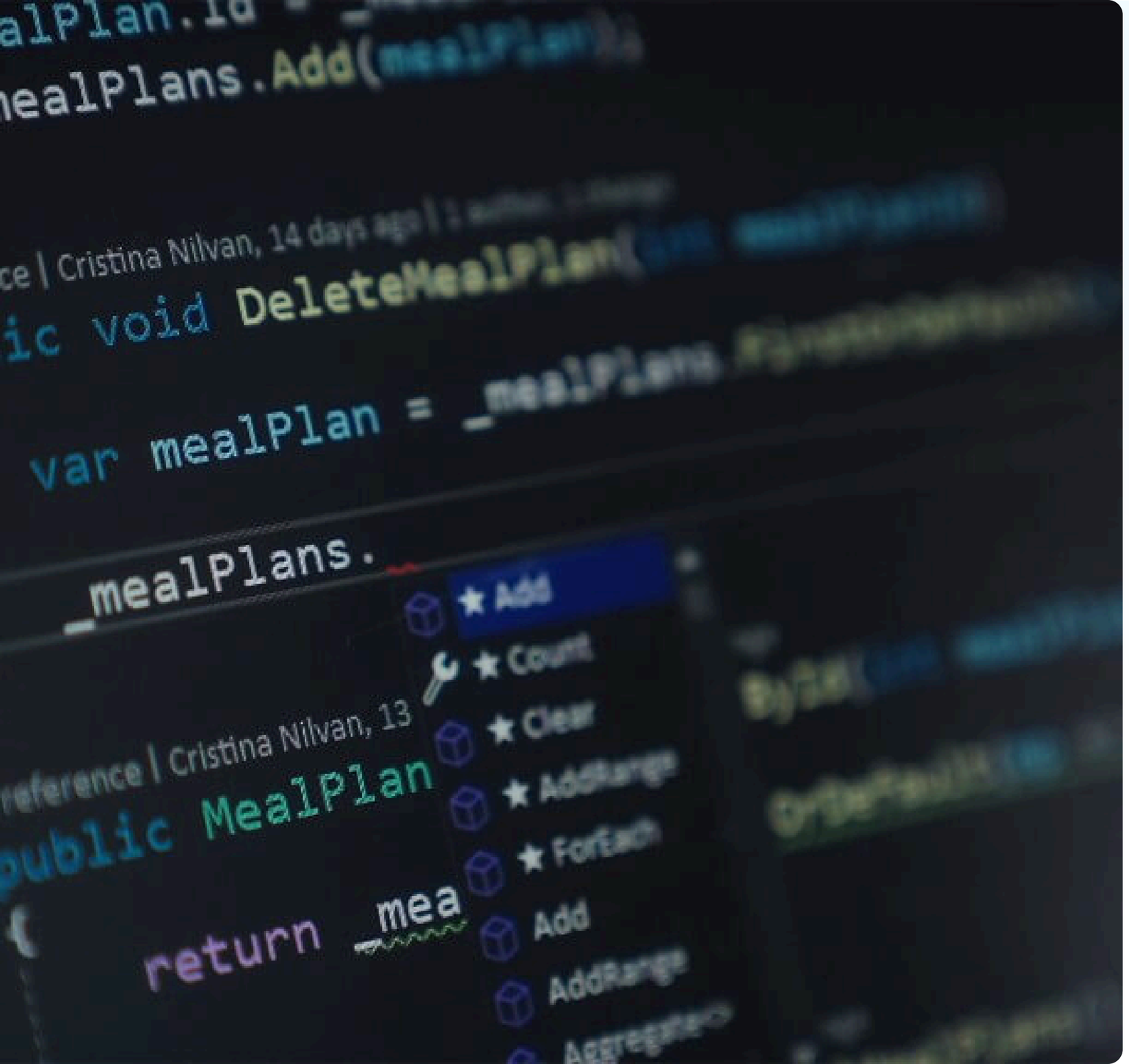
Projected net monthly value to the client after the build has paid for itself

24 hours a month

Manual finance team effort expected to be saved through automation

$10-12K a month

AWS hosting costs expected to be retired by consolidating onto the new portal



Technical Highlights

Insight AI used a Rapid AI methodology focused on fast, iterative prototyping rather than lengthy discovery. The team leveraged AI assisted design and engineering tools including Figma Make, Claude Design and Claude Code with VS Studio and several MCP tools such as Stripe MCP to accelerate UX creation and implementation. Prototyping was the core approach, enabling real payment, invoicing and loyalty flows to be demonstrated without a full scale build. Although no production integrations or migrations were performed in this short engagement, the proposed Stripe architecture and loyalty scheme based on card issuing laid the groundwork for a future modern platform. The delivery team operated as an independent unit, quickly assimilating client knowledge and turning it into a working prototype within the five day window.



Why Insight AI?

We were chosen to deliver this engagement because of our ability to combine rapid understanding of complex, legacy constrained environments with innovative UX and technical execution. Our team brought the right mix of talent, quick thinking and problem solving, alongside the soft skills needed to work with a traditional, emotionally sensitive customer base. We knew which questions to ask to uncover commercial levers and could translate these into a Stripe based architecture and working prototype at speed. Our Rapid AI service, proven methodology and nearshore delivery capability enabled the client in the nonprofit sector to move from concept to a credible, ROI backed roadmap in days rather than months.

Insight AI

Thank you for reading

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