

Stand out from the crowd with a unique Customer Experience and Engagement Strategy

The next level of Customer Experience and Engagement

Your challenge

- Enhance your customer experience, improve their loyalty and persistency
- Understand and fix drivers for lapses and low sales conversion rates
- Fully leverage your data and gain actionable insights

Our solution

Demonstrated expertise in improving Customer Experience & Engagement (Cx&E) grounded on Business Process Management, Behavioural Economics, Data Analytics deployed by:

1. Holistically assess your Cx capabilities and benchmark against global best practices
2. Discover insights hidden in your data
3. Identify opportunities to optimize and recommend specific interventions

Your benefit

- Reduced customer lapses and improved sales conversion rate
- Removal of Cx frictions for an optimal experience
- Optimized processes and customer communications
- Automated data insights to improve governance and monitoring

How our collaboration improves insurers' business

1. Thorough diagnostic assessment of your retention capabilities and new business origination
2. Customer Experience – Map and review of the entire customer journey
3. Data and Analytics capability to inform and support your strategy
4. Better understand the customer with hyper personalized engagement
5. Benchmark against global best practices and definition of specific areas of intervention
6. Guide you in the implementation of proposed intervention for an optimal retention effort and higher sales performance



Did you know?

Customers who interact with their insurers and are satisfied with the experience award the highest loyalty ratings.¹

Our customers have improved their customer retention by up to 15% and boosted sales by up to 10%.

¹ Bain & Company, "Customer behavior and loyalty in insurance: global edition 2018"