LEADING EUROPEAN INSURER

TURNING A MARKET OF MILLIONS INTO
A MILLION
MARKETS OF ONE

THE CHALLENGE
HOW TO CREATE A RELEVANT CUSTOMER EXPERIENCE

Consumer insurance is a tight-margin, commodity industry. The clock's always ticking. So every second of customer time has to counts. No one buys insurance for fun. But they do expect the process to be easy or they won't stick around. And with margins this tight, marketing has to be right on target. To address these challenges, a European insurer wanted to learn more about their customers so they could deliver a seamless, targeted experience.

HOW WE HELPED
A PERSONALIZED JOURNEY WITH A DIGITAL IQ

Together we created a plan combining data, analytics and artificial intelligence. With the solution, powered by the Accenture Insights Platform, the insurer is making all the right customer connections:

- their website provides a personalized customer journey, with the right combination of content, pricing and products
- a product decisioning app enables customer service agents to offer relevant products and recommendations in real-time
- marketing analytics visualization tools allow them to see opportunities for cross- and upselling, and ensure customers get the most relevant content

Now customers experience a personalized journey across sales, marketing and services. But with a digital IQ.

THE RESULTS
RIGHT MESSAGE MEETS THE RIGHT CUSTOMERS

Thanks to the power of analytics, every customer interaction for the insurer is more likely to result in a win. Machine learning means every win (or loss), helps the analytics engine continuously learn and improve predictions. Marketing teams are focused on getting the right message to the right customers. And the company's website and call center services are tailored to each customer, offering a personalized experience.

The results? Customers are responding. Loyalty and profit per customer are up. And that means an annual bottom-line gain of 15%, and counting.

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