

A delivery model based on data insight

Our story

Like many companies, Topdanmark - Denmark's second largest insurance company - needs to tackle an increasing digitized business reality of multiple channels and touchpoints. It is crucial to find the right marketing setup to ensure that potential and existing customers are met with the right message at the right time and are guided on a consistent customer journey - no matter where they encounter Topdanmark..

Topdanmark's challenge was that the digital channels and direct channels had developed separately and were not sufficiently linked to databases.

This created siloes and channels and systems were not in sync. It was multichannel - not omnichannel.

The SAS® Customer Intelligence 360 platform was considered for a revamped customer experience approach. During the process, the SAS team demonstrated how Topdanmark's use cases would be handled in the new setup, assigning tasks according to value streams in the customer journey. The functionality and ability to process workflows convinced the Topdanmark team to go ahead.

"We really see the CI 360 platform as a quantum leap as compared to the previous platforms. It is amazing how much this has evolved from marketing automation says Sanne Thomns, Omnichannel Manager at Topdanmark"

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"We have a vision that the customer should feel recognized and understood across all touchpoints,"

says Jens Green, Corporate Marketing Director at Topdanmark.