



SAS® FORUM
BELUX 2017

Welcome



Engaging the Customers in the Insurance Lifecycle: Reference Cases

Luiz Felipe Leitao

Sr. Business Solution Manager - CI

Trends in the Insurance Industry

“Insurance is the industry most affected by **disruptive change**, according to the percentage of CEOs who are extremely concerned about the threats to their growth prospects from the **speed of technological change**, **changing customer behavior**, and competition from **new market entrants**.”

PwC 2017 Insurance CEO Survey insurance report

#1

CORE
TRANSFORMATION

#2

BUSINESS
MODELS

Trends in the Insurance Industry

Relevant for Customer Engagement

#1

CORE TRANSFORMATION

- Data and Insights
- Customer and Agent Experience
- On Line + Off Line sales

#2

BUSINESS MODELS

- Partnership: Company + Agent
- Special events insurances – RT Action
- New Channels => Omni approach

CUSTOMER JOURNEY TODAY

Channels need to be integrated:
Seamless, consistent, relevant and
real-time



“Only 5% of marketers have mastered the ability to predict and adapt to the Customer Journey”

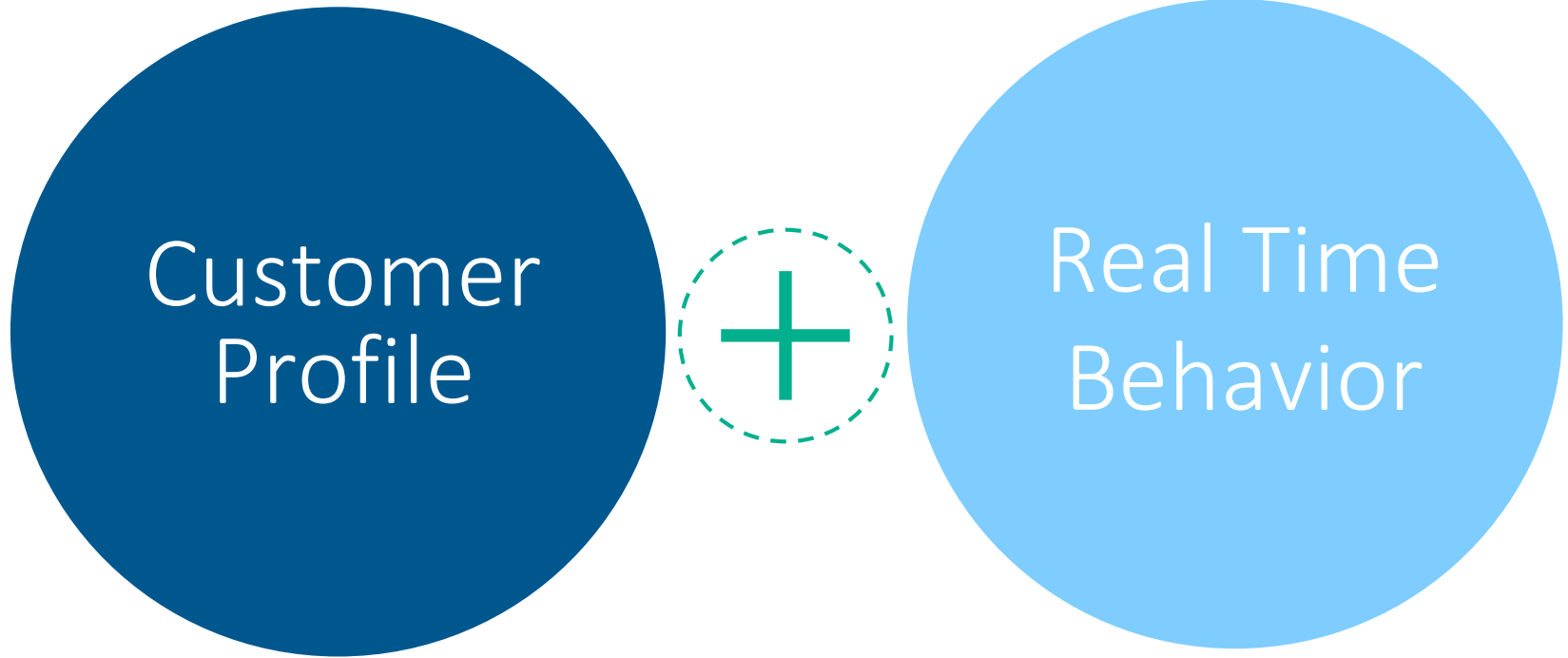
CMO Council

73% of consumers want access to actual people, even when the digital channels work perfectly

Source: Steven van Belleghem

Context: Defined by Customer Profile

Relevance & Convenience



Context: Defined by Customer Profile

Event

Information

Context

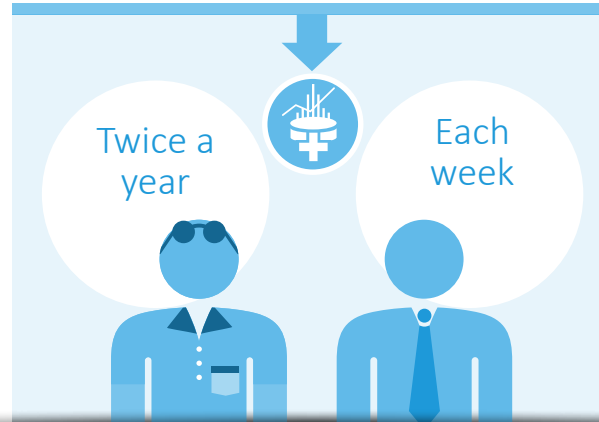
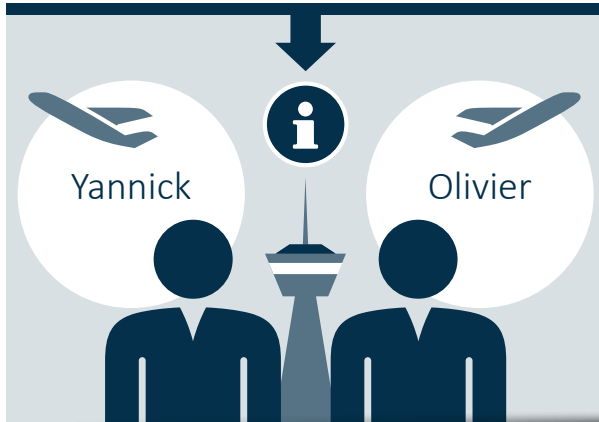
Situation, Channel
Data, Behavior
Customer



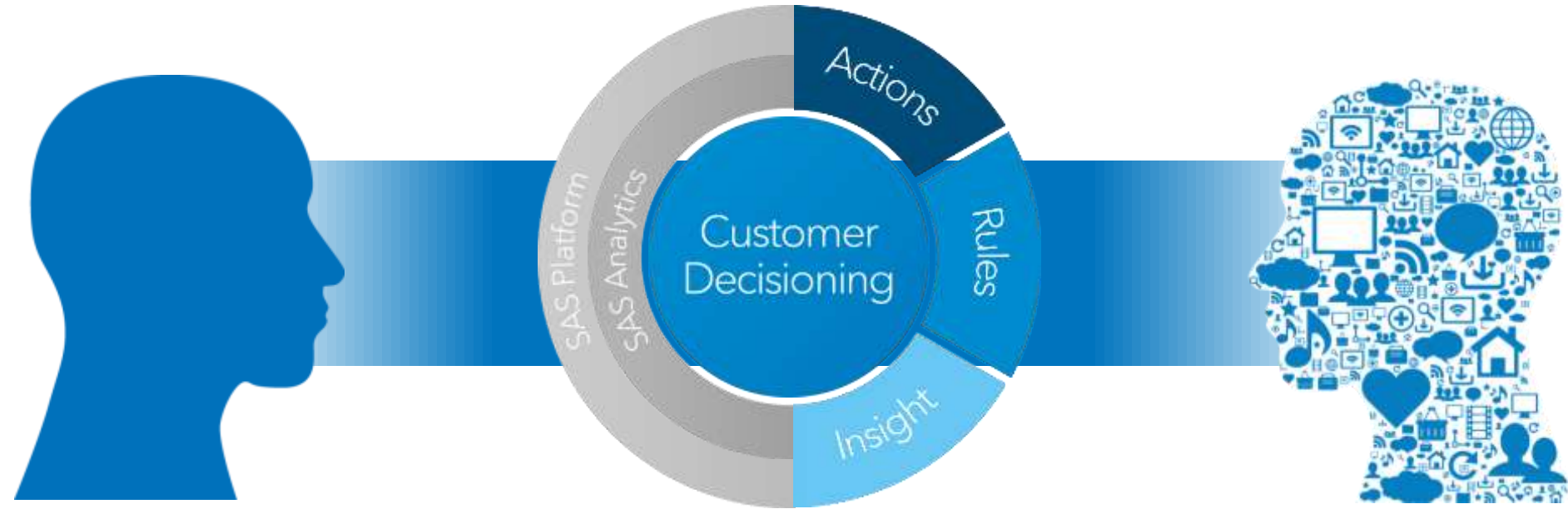
360° Customer View
Analytics



All relevant information
for the optimal decision

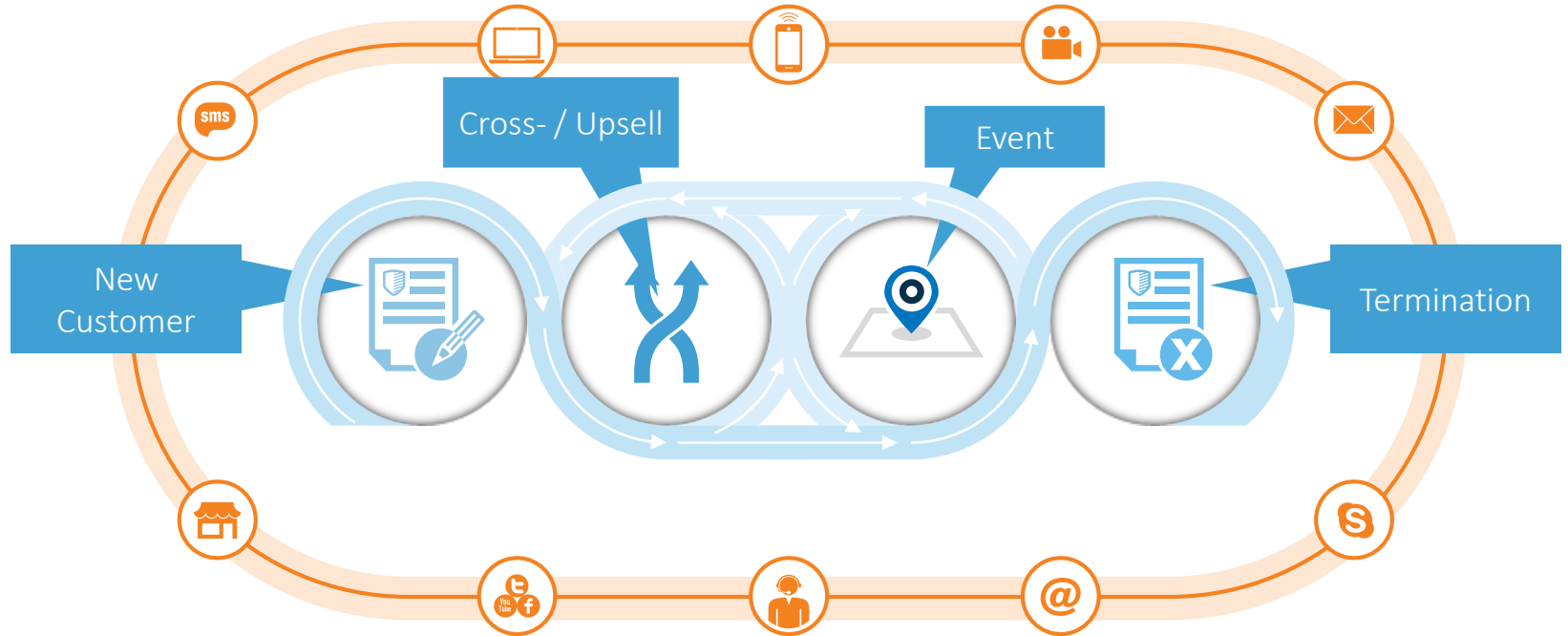


SAS Customer Intelligence



Customer Lifecycle

Overview



Customer Lifecycle

New Customer



Personalized Website/Mobile for **unknown visitors**
Orchestration for **known customers**

- Which offer at which time using which channel in terms of **Event/Contextual campaign**



Personalizing for new customers

- Increase of New Customer **relevant revenue by factor 3** compared to standard new customer revenue

How???

- Analytically driven prospect **segmentation**
- **Individual New Customer offers** and services based on these segments and analytical models
- New Customer program as part of **dedicated Customer Journeys** across all channels.

Customer Lifecycle

New Customer



Lead Nurturing program for new customers

- Personalized offers based on behavior
- Accurate Marketing activities for prospects



Strengthen the Agent Network

- Approx.. 800.000 additional new sales leads with a **proven response rate up to 25%**
- User base of approx.. **3000** agents
- Automatic lead appointments as a subscription model

How??

- Analytical driven **customer segmentation** incl. **specific Data Mining** models
- **Intelligent Multi-Channel Customer Contact** program – Lead Store.

Customer Lifecycle

Cross-sell and Upsell



Recommendations based on Customer Insight

- All Contact and Response history across all channels
- Real-Time Insight generation based on Customer behavior (Website, Text analytics and more)

Insurance with Allianz

Car Insurance Home Insurance Travel Insurance Life Insurance Boat Insurance

Recommendations for you

Boat Insurance
We give you a range of options to suit your needs.
Accept Offer

Life Insurance
Life Insurance up to \$1,000,000 Life Cover
Accept Offer

Travel Insurance
Save 7.25% when you purchase Travel Insurance online.
Accept Offer

Higher Online and Multi-Channel revenue

- Up to **5-times higher** sales quota for online only and up to **3,5-times higher** sales quota across all channels through individual sales approach.

How??

- Analytical Customer segmentation incl. Data Mining models
- Complex Omni-Channel campaigns based on channel preferences and affinities
- Optimal balance between analytical driven NBA/NBO

Customer Lifecycle

Event Driven



Automated Sales Tips in CRM Frontend

- Turn **claims into sales**...even with non optimal claim handling
- New and recommendation business **after positive claims handling**



Service to Sales – Event-Based recommendations

- **50% increase** of revenue of context based Next-Best-Action immediately during the customer communication

How??

- Definition and Implementation **of an Event-Database**
- Calculation and distribution of real-time Next-Best-Action
- Integration with operational CRM to display at **least three NBA** for every single customer

Customer Lifecycle

Termination



Cancellation Prevention

- Identification of potential cancellation and **immediate** communication/response
- Proactively Omni-Channel communication for customers with high probability to churn
- Continued communication



Cancellation prediction for Churn Prevention activities

- Churn reduction by 15%

How??

- Analytical models to identify hidden trends and behavior pattern
- Analytically based prediction models for potential churn
- Pro-Active multi-channel campaigns

Learnings

Relevant for Customer Engagement

- Channels and Agent Alignment
- Understand Customer Behavior - Analytics
- Event based communication
- Continuous Interactions – Omnichannel approach



SAS® FORUM
BELUX 2017

Thank You

