INCREASED MARKETING EFFICACY WITH AN INTEGRATED CUSTOMER EXPERIENCE

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Case Study | **Customer Experience Solution**
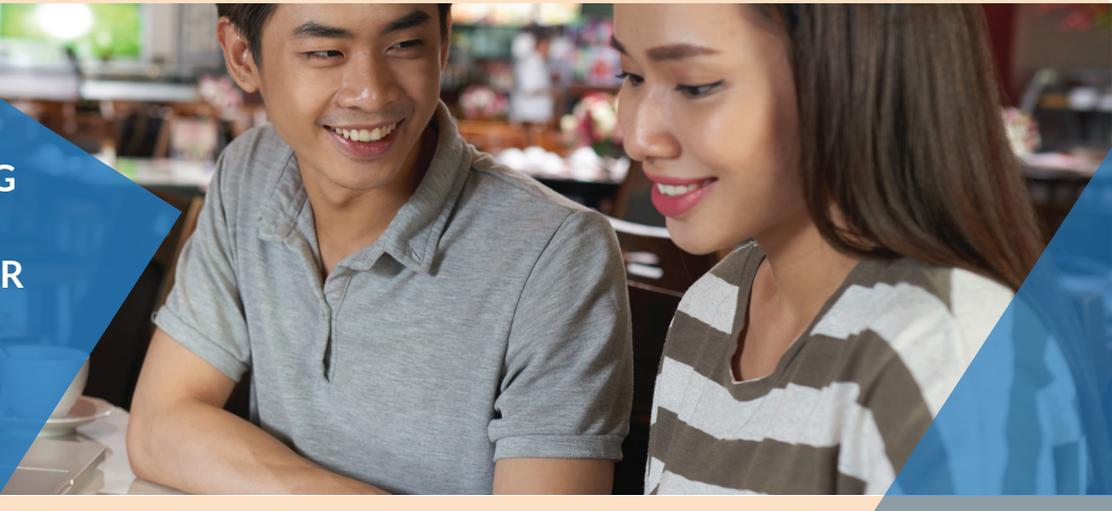
INCREASED MARKETING ROI WITH A CX APPROACH TO MARKETING

Mastech InfoTrellis recently helped their long-term client, a leading Insurance Provider in the US, improve their marketing effectiveness by providing a better customer experience for their customers. We delivered a Customer Experience solution that integrated their marketing technology with their customer service, claim, policy, field agent, and quote (online and offline) applications and helped them grow their customer base, increase customer retention and increase their marketing ROI.

THE BUSINESS CHALLENGE

The client began with an understanding that the battleground to gain and retain new insurance customers is crowded and extremely competitive. They had to know their customers better and design marketing strategies, leveraging their customer knowledge, to thrive in the highly competitive landscape. The customer needed a data-centric solution from Mastech Infotrellis that could fix the below marketing challenges for them:

- Low effectiveness of marketing programs
- Unable to create complex customer retention programs
- Unable to develop sophisticated cross-sell programs
- Slow to roll out marketing programs to customer
- Unable to develop multi-channel win-back programs
- Unable to create personalized messaging at the main points of contact, including customer service, the website, the mobile application, and the field agent.

THE SOLUTION

Mastech InfoTrellis implemented a marketing stack that allowed customer insight to be deployed in marketing programs across all of their digital and offline channels. After integrating the customer information across disparate systems, Mastech InfoTrellis deployed campaign management, lead management, and personalization capabilities across the enterprise. These capabilities allowed marketers to create real-time and batch marketing programs that helped up-sell single policy customers to multi-policy customers, retained those customers deemed at risk, and created the automation and speed to react to online inquires faster and more personalized than their competitors.

THE OUTCOME

Our solution helped improve the efficacy of the insurance provider's marketing programs with strategies based on insights from their customer data that created a unique customer experience for prospects and customers.

Benefits Achieved

- Decreased time to market
- Automated customer nurturing programs for cross-selling and up-selling
- Real-time dynamic, multi-channel personalization based on visit history as well as past buying activity

Results

- Increase in multi-policy customers
- Increase in responsiveness to customer inquiries and online quotes
- Decrease in customer churn
- Increase in marketing ROI with relevant messaging and micro-segmentation

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