

## Campaign Management & Predictive Analytics Solution for an Insurance Major

### Business Challenge

The customer is a US-based Fortune 100 insurance major operating in India through a joint venture with one of India's leading multi-business conglomerates. The customer has put in place an agency distribution hub-and-spoke model to deepen rural penetration to grow the business through additional distribution channels.

Sales is driven through a multi-channel strategy covering 33 bancassurance relationships, 14 corporate agency tie-ups and direct sales force at 14 locations and 133 (13 hubs, 120 spokes) offices. The company's product lines include 36 products and eight riders for life and health insurance as well as six products and seven riders in group insurance business providing best-fit policies to customers. However, the customer needed to address the following issues to improve customer service and boost its business:

- Consolidate customer base of over three million serviced by insurance agents and channel sales personnel
- Track and record performance of the marketing investments and tap opportunities lost due to inability to identify and service the orphaned customers



### Mahindra Satyam's Solution

The customer engaged Mahindra Satyam as a strategic partner and kick-started the marketing campaign 'Share-of-the-Wallet' (SOW) to consolidate its customer base and identify opportunities for up-sell /cross-sell, simplify decision making, forecast business trends and analyze customer purchasing behavior.

Mahindra Satyam's BI team deployed the technology and infrastructure component to execute the SOW campaign. Currently, a dedicated campaign management team works closely with the customer's CRM team to ideate, conceptualize and execute the SOW marketing campaigns. Based on the outcome of these campaigns, a lead list of prospective customers is generated and shared with the customer's sales teams across India. The campaign management solution integrates information of over three million customers from across the enterprise. Infrastructure has been put in place for a 360-degree view of customer data from a single repository with implementation of a data quality framework while web-based reporting is done using Business Object.

## Case Study

Mahindra Satyam's IP iDecisions™ for Insurance has been used exclusively to develop data models for customer intelligence, marketing analytics and channel management. SAS Digital Marketing module and SAS Campaign Studio have been deployed to generate campaign lead list and send out SMS and emails to customers and personnel across the distribution network. Predictive analytics is yet another area wherein Mahindra Satyam has helped the customer develop analytical data models to calculate customer and agent lifetime value, agent attrition, agent risk compliance, policy lapsation and collections.

Today, the BI platform helps the marketing team access web-based reports to track campaign performance and assess ROI of the marketing investment. The senior management has access to reports and dashboards related to campaign performance and sales conversions through campaigns.

### Business Benefits

By partnering with Satyam, the customer has been able to drive marketing campaigns to consolidate three million customers across India. It now uses the CRM and BI infrastructure to send out 10,000 SMS per week along with email campaigns per month. On an average, the campaign touches 3,000 customers per week through SMS and 10,000 customers per week via emails.

The Mahindra Satyam solution provides a 360-degree view of customer information thereby enabling the marketing team to calculate customer lifetime value and effectively drive marketing programs. This has helped improve conversion rates from cross-sell and up-sell campaigns and increased customer retention. The customer is now able to monitor performance of the marketing investments through effective and metric-driven marketing and campaign management system, which in turn has reduced the cycle time for business decisions. This has not only facilitated agent retention but also enhanced performance through effective segmentation and customer profiling.

### Mahindra Satyam's BI & PM Practice

Mahindra Satyam's BI & PM practice Provides end-to-end consulting services in the Business Intelligence & Data Warehousing space across nine industries with customer footprints in North America, EMEA, Asia Pacific, Australia & New Zealand and South America. The Practice has over 26 delivery centers globally, with footprint on 32 technologies, dedicated CoEs for 12 technologies and strategic alliances with over 15 product

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