

# Enhancing Insurance customers' experience through individual level personalisation



# Better data beats more data

- How insurers are leveraging the **Celebrus Customer Data Platform** to obtain the **granular, high quality first party customer data necessary for genuine 1-to-1 marketing**

## The importance of data quality for enhancing the customer experience.

More than ever, insurance consumers expect the highest levels of service from their providers. In turn, insurers now recognise the need to differentiate by providing an omnichannel experience which is tailored to individual customer preferences.

Improvements in customer data quality are the first and most important step in the transition from personalisation to genuine 1-to-1 marketing.

**More data beats clever algorithms, but better data beats more data.**

*Peter Norvig  
Director of Research, Google Inc.*



# The use of Customer Data Platforms (CDPs) to optimise data quality within the insurance industry

**CDPs are rapidly growing in popularity as the importance of a detailed, single source of customer data is understood within the insurance industry.**

## **CDPs fulfil the following functions**

- Gathering complete, first-party customer behaviour and experience data compliantly
- Channelling a unified stream of events at scale to identify signals and opportunities from customer behaviour
- Consolidating and blending event data for every individual to create detailed multi-channel customer profiles
- Seamlessly connecting to numerous systems of insight and engagement, such as leading decisioning engines, CRM systems and advanced analytics tools

## **Leveraging a leading CDP offers the following benefits:**

- The ability to capture high quality, compliant first party customer and prospect data
- Establishing a definitive centralised source of customer data - eliminating data siloes and inconsistencies that exist between multiple systems
- The ability to create business meanings and identify opportunities from customer behaviour
- Adding structure to customer data for heightened compatibility with systems of insight and engagement
- Connecting with and orchestrating the flow of activated data to decisioning systems and campaign end points

# How the insurance industry is benefitting from Celebrus

**Celebrus is the industry leading real-time CDP, featuring patented technology designed to address the specific needs of leading insurance organisations, with over 35 financial services deployments worldwide.**

One of Europe's leading insurance brands implemented Celebrus to enhance the quality of customer data they collect and to develop comprehensive customer profiles. One of this insurer's priorities was to leverage Celebrus data to optimise the effectiveness of their digital advertising spend.

## KEY PROJECT FEATURES

- Celebrus deployed to eliminate tagging from data capture
- Known customers and prospects are identified in real-time by Celebrus
- Granular and highly accurate data captured by Celebrus used to create definitive customer profiles
- Detailed customer profile data used to develop new campaign attribution models, which analyse the impact of customer visits and interactions

## BENEFITS

- This leading insurer moved beyond final click attribution to a model which analyses the detailed context of customer interactions and behaviour
- Celebrus has enabled the accurate assessment of how each customer visit impacts purchasing behaviour
- Celebrus data has enabled the insurer to calculate credible ROI figures for the first time
- Annual banner advertising spend was reduced by 10% yet overall conversion rates rose by 5%

# How the insurance industry is benefitting from Celebrus

One of the largest suppliers of insurance and financial services in the Netherlands set out to minimise customer churn through offering a more personalised and proactive user experience. They leveraged Celebrus to undertake a major project which identified and targeted the customers most likely to discontinue their insurance policies.

## KEY PROJECT FEATURES

- Implementation of Celebrus CDP to capture and profile all customer interactions across channels
- Celebrus identifies policy abandonment behaviour and transfers these signals to specialised in-house teams
- Customer retention teams call targeted customers to offer incentives to renew or initiate insurance policies

## BENEFITS

- As a direct result of this initiative, one third of the abandoning customers who were called were converted to renew or to take out new insurance policies

**“By investing our time in understanding how to use the Celebrus CDP and maximise its capabilities, we are benefitting from being able to access extremely rich and granular levels of data.”**

*a leading European insurer*

# How the insurance industry is benefitting from Celebrus

A top 3 national insurer has implemented Celebrus to help transform the experience they provide customers. They set out to enhance customer satisfaction and conversion rates with a project to customise online customer service. This real time personalisation initiative customised content according to the anticipated requirements of individuals.

## KEY PROJECT FEATURES

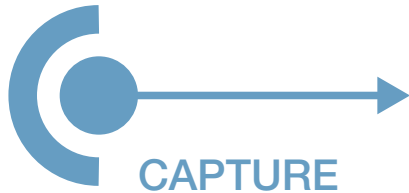
- Celebrus was deployed to capture and profile individual-level customer interactions across digital channels
- Real-time streaming of Celebrus data into the market leading decisioning solution to deliver timely next-best-actions
- Digital content was personalised at an individual level for customers based on insights from the data captured

## BENEFITS

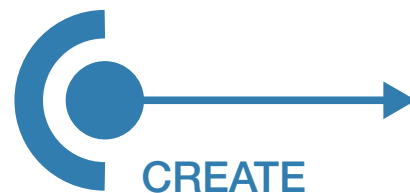
- Development of a 5-stage personalisation process to customise digital content at an individual level
- 1-to-1 personalisation of banner advertising content according to individual customer life stage and characteristics such as age and marital status
- Real-time customisation of page content to display the most appropriate telephone number to ensure rapid access to the relevant sales team

# Why Celebrus?

Celebrus enables insurers to Capture, Create, Connect and Control customer data, in the simplest way possible.



- Tagging free technology captures the highest quality and highly granular customer data
- Eliminating tagging significantly lowers data acquisition effort and costs, while improving the performance of digital channels



- Unparalleled customer profiling capabilities provide a definitive record of all customer behaviour over time
- Unique Celebrus signal detection creates business meanings from customer behaviour, to instantly flag sales opportunities or risks
- The ability to structure data in real-time enables systems of insight and engagement to work directly with Celebrus data flows, without the need for further processing



- Unlike other CDPs, Celebrus offers real time connections to the systems of insight and engagement commonly used by retail banks, including leading decisioning engines, eg. Pegasystems, SAS and Teradata
- Deliver better quality, more accurate and detailed data to decisioning engines in real-time for more effective next best actions
- Connect in real-time with leading open source software utilities such as Apache Hadoop



- Choose between on-premise and cloud deployment options,
  - Unlike other CDPs with whom you are obliged to store customer data in the cloud
- Control and manage customer consent
  - Celebrus ensures GDPR compliance by dynamically managing consent choices in real-time, to ensure that a legal basis exists for all customer data processing and storage
- Mitigate customer data breach risks
  - Benefitting from extensive penetration testing, Celebrus features multiple data security accreditations which provides assurances of data control to our many banking clients

# About Celebrus

Celebrus ([celebrus.d4t4solutions.com](http://celebrus.d4t4solutions.com)) is the Customer Data Platform from D4t4 Solutions plc. Celebrus captures the market's most complete picture of customer behaviour and experience, creating events and profiles in real-time for 1-to-1 personalisation and streaming analytics. Celebrus is quick and easy to deploy and connects to industry-standard data applications for customer insight and engagement. Celebrus also gives clients complete control by enabling best-in-class privacy compliance and flexible options for hosting data on-premise or securely in the cloud.

Celebrus is used by global businesses in banking, insurance, retail, travel, automotive and telco industries, collaborating with leading industry partners to drive rapid transformation in customer engagement programmes.



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