If Insurance consolidates analytics to transform customer insight and corporate culture

EXECUTIVE SUMMARY

Leading Nordic Insurance provider If is undergoing a fundamental digital transformation. With sales via the website increasing and over 50% of online customers arriving via mobile devices, the company recognises the importance of improving the customer digital experience and increasing engagement. If has consolidated its diverse analytics toolsets into a powerful combination of Celebrus data and Tableau Business Intelligence (BI) to deliver highly detailed and actionable digital analytics insight across the business.

ABOUT

If is the leading property and casualty insurance company in the Nordic region, with approximately 3.6 million customers in the Nordic and Baltic countries. With growing numbers of customers interacting with the company via the online channel – and over 50% of these arriving via a mobile device - If has embarked upon a strategic development to become more customer oriented and also more data-driven. That means If needs to have a deep understanding of customer needs and customer journeys.

CHALLENGES

In common with most organisations, If's web analytics tool set has grown organically over the years, with different tools, including Celebrus, used to track web activity and deliver analytics. However, each toolset was used independently – with a "traditional" web analytics tool used to provide standard web metrics reporting, Google Analytics to track online spend and Celebrus to provide a direct link between online activity and the campaign management system.

As part of the new business focus, early in 2013 If undertook a review of its web analytics reporting and decided it needed to ensure individuals across the organisation had access to powerful, highly visual web analytics.

SOLUTION

Having discussed the business value the CRM team has delivered with Celebrus data, it became clear that If could gain significant advantage from consolidating on just one tool to provide digital channel insight. If decided to make use of the integration between Celebrus and Tableau to replace its standard web analytics reports, including number of visitors, conversion rates, dwell times and most popular pages.

The decision to extend the use of Celebrus across the organisation was based on the flexibility, agility and actionability of the real-time granular data and tagging-free nature of the technology. As Karl-Sebastian Lindblad, Data Scientist, explains, Celebrus has been used in conjunction with Teradata's Integrated Channel Intelligence (ICI) data model for several years to understand how customers interact through all channels.

Key to this model is the granular data delivered by Celebrus. Lindblad explains, **"Traditional web analytics tools are restrictive in terms of the data provided and the reporting that can be delivered."**

RESULTS

The combination of Celebrus and Tableau BI tool is providing the data scientists and analysts with the ability to mine nuggets of data as well as delivering self-service analytics and dashboards to enable data-driven decision making across the company. In addition to having a single source of web metrics data "truth", access to transactional level data within Celebrus is enabling If to rapidly analyse

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results and gain real insight into web performance. **"As well as the standard reports, the Celebrus/Tableau combination is delivering an enormous amount of detailed information that was not previously available with our web analytics tool,"** Lindblad says.

Furthermore, speed of response is also helping to build confidence in the web data. Whilst it used to take up to a month to create a new report in the old web analytics tools – and data was only available from the day a new tag was implemented – using Celebrus If now has the self-service analytics required to support rapid decision making, as well as immediate access to historic data. **"This speed of response, combined with great trust in the data, is triggering a completely different kind of behaviour,"** Lindblad says.

Conclusion

The decision to consolidate on Celebrus/Tableau is enabling If to get far more control over its web data and improving the data culture across the business. Critically, it is supporting that essential business change demanded in this customer centric business environment.

If is now using Celebrus data to better understand the customer journey, from determining the most effective content to understanding the stages in the buying process and the questions raised at different stages, as well as identifying customer interests and sites previously visited. For If this is all about visualising what consumers are doing on its websites and how they proceed through that funnel of engagement – from being unknown visitors on the web as a whole; into becoming If website visitors; and then known customers. The visualisation in Celebrus and Tableau is transforming If's understanding of that funnel.

Celebrus

For more information about how Celebrus captures, creates, connects and controls highly granular customer data from digital channels and beyond please visit celebrus.d4t4solutions.com or call +44 (0) 1932 893 333.

Alternatively contact us to talk about your specific requirements via celebrus@d4t4solutions.com.

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