USING AGILE ANALYTICS TO TRANSFORM A LEADING FINANCIAL SERVICES COMPANY INTO A CUSTOMER CENTRIC ENTERPRISE

A F200 insurer with revenues in excess of $35 billion and more than 11.5 million members

WX6509

Business Challenges

- Uninspiring member experience owing to lack of understanding of member concerns, suggestions and sentiments
- Inability to provide more relevant and personalized solutions to the customer
- Lack of social-derived insights for business planning
- Poor collaboration across the enterprise owing to lack of an integrated data and analytics fabric

Solution

- **Member Experience Analytics:** Conducted surveys and analyzed unstructured & semi-structured data across social media feeds, conversations on member satisfaction & feedback to understand customer sentiment and offer personalized, relevant services

- **Performance Analytics for Cross Channel Operation:** Created intuitive digital dashboards for performance analytics by leveraging data visualization & BI tools such as Web-I, Lumira, Design Studio etc. to drive operational & digital insights and support member experience & behavioral mapping

- **Integrated Planning and Forecasting:** Transformed the data backbone & processes to create a truly integrated enterprise to drive fact-based decision making and improve collaboration amongst key stakeholders

- **Advanced Analytics:** Established new methodology for Media campaign analytics, Social Marketing Leads, Call Reduction & Regulatory Compliance and constructed predictive models for Marketing & New Member Solutions

Impact
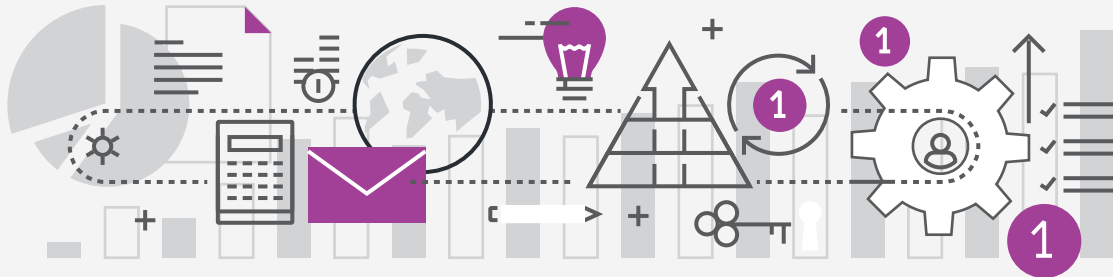
- Seamless and personalized member experience resulting in greater engagement & customer advocacy
- Improved customer acquisition due to launch of targeted products in the market
- Real time actionable insights for business to take meaningful decisions and optimize spends wherever possible
- Significant improvement in business and IT collaboration

Write to us at **digitaltransformation@hcl.com**