

# Resulticks

## INSURANCE CUSTOMER ENGAGEMENT AND DIGITAL ACCELARATION



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# Meeting consumer expectations in a world of uncertainty

It is a little-known fact that the Insurance industry was early to adopt technology for core business processes, given the nature of the distribution channels the industry has been dealing with. All this changed in the last decade as it witnessed rapid adoption of digital technologies, which has changed the face of insurance distribution, specially given the evolution of the Direct to Customer and Aggregator channels. Cut to 2021, the past year has made it imperative for every brand in the industry to adopt digital technologies, and virtual processes or perish.

When it comes to customer engagement insurance brands face the inherent challenge of low engagement, due to the nature of their offerings. The only exception seems to be vehicle insurance. Secondly, the explosive growth of digital engagement during the social-distancing era has underscored the pressing need for digital transformation to facilitate seamless omnichannel customer experiences.

To meet the challenge of unprecedented change, insurance providers must have the technological backbone to accommodate the quickly escalating volume, speed, and complexity of digital interactions. They must also prepare for customers' skyrocketing expectations for connected experiences, fueled partly by other industries that have pushed ahead with innovations on that front. What's more, insurance brands must navigate all this while streamlining operations and cutting costs.

The global pandemic exacerbated an already complex set of existing insurance industry challenges: the rising number of younger customers, fierce competition from industry disruptors, and the difficulty of securing customer loyalty due to broken customer journeys.

From innovating new products and services to communicating them relevantly to exploring big data's potential, future-forward players in the insurance industry are leading the customer engagement evolution. This guide provides a variety of insights and tools—including personas and use cases— aimed at insurance companies that want to change the customer engagement game.





# EMPOWERING INSURANCE COMPANIES TO EXCEL

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Leading insurance brands choose Resulticks to set themselves apart from competition, transform their customer experiences, and fuel sustainable top-line growth.



# The challenges



## Lack of a single customer view

- Less than precise segmentation and irrelevant communication
- Lack of a comprehensive picture of the customer's traits—and whether they have additional plans with other business units in the same enterprise
- Difficulty in overcoming data silos and maximizing the potential for cross-selling/upselling without the capability to leverage data from business units, intermediaries, and partners



## Audience data limitations

- Incomplete, incorrect data, exacerbated in part by inability to leverage data from intermediaries
- Multiple data tables in a single business unit leading to changes in blast service, affecting browser view/unsubscribe settings, and delaying campaign execution
- Siloed operational communications that fail to optimize customer engagement



## Resource-intensive customer management processes

- Multiple SPOCs across business units requiring significant account management efforts and resulting in data silos
- Call centers lacking understanding of how customers have engaged with digital touch points
- CRM systems used only to act on leads or facilitate physical customer journeys
- Multiple identities of a single customer holding different policies with the brand

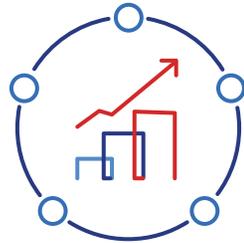


## Highly regulated industry

- Rising consumer demands for data privacy
- Need to ensure infrastructural security
- Growing regulatory pressure, both domestically and internationally



# The results achieved



**2.57x**  
Conversion uplift



**750%** increase in  
audience data in 36 months  
across multiple business units



**45%**  
Incremental ROI



**30%**  
Cost savings





# PROVIDING CAPABILITIES FOR **BETTER INSURANCE** **MARKETING EFFORTS**

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Resulticks provides a diversity of advanced tools in a single solution to streamline and optimize better insurance customer engagement.



# The solution

**Multilevel account hierarchy**



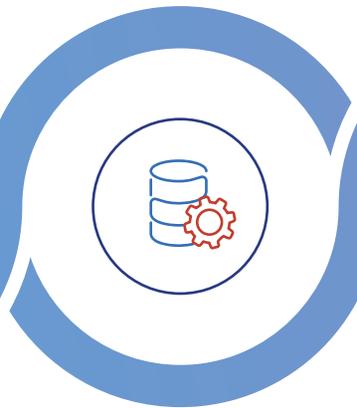
**Sophisticated segmentation simplified**



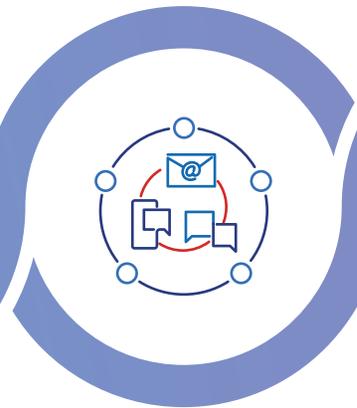
**AI-optimized engagement**



**Actionable data consolidation**

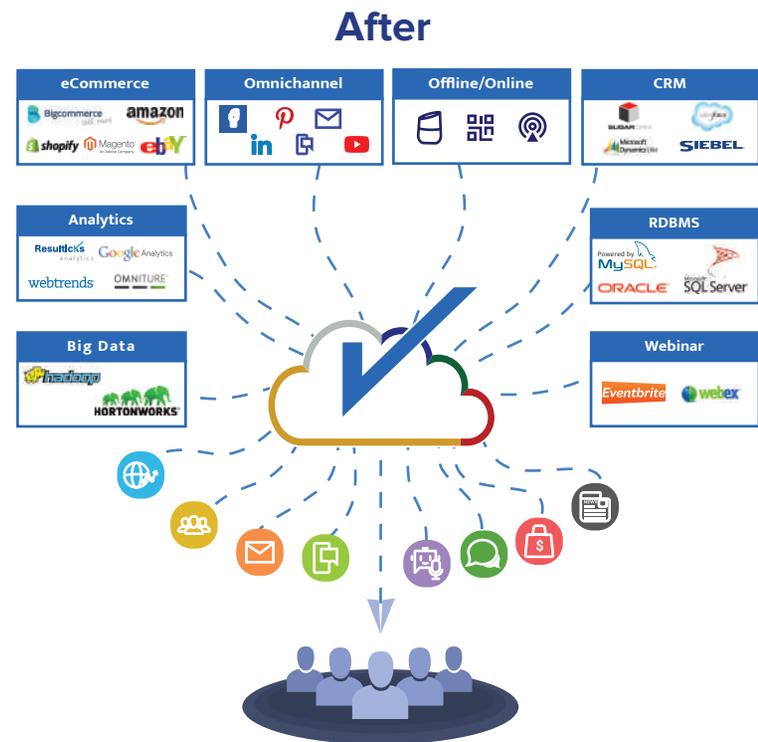
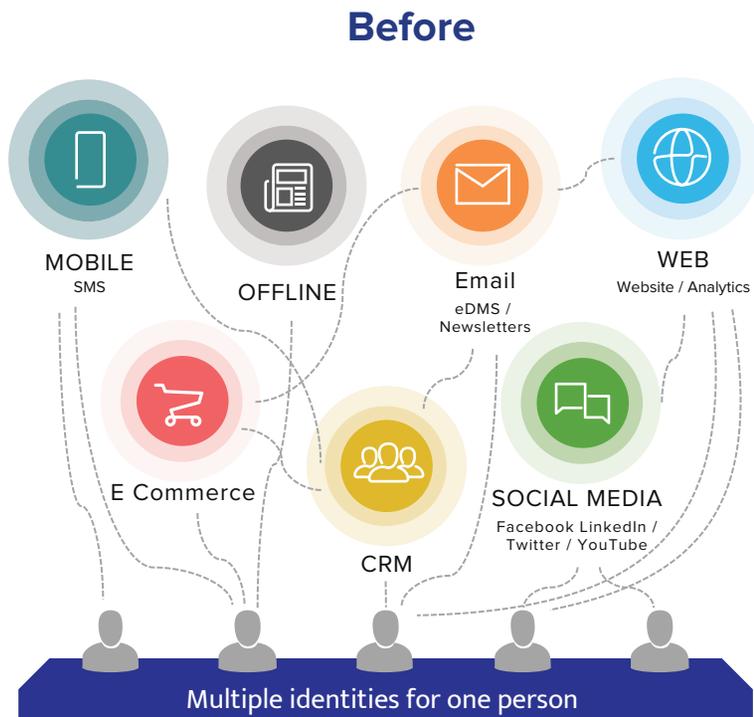


**Seamless omnichannel orchestration**



# Unifying data for an actionable, 360° customer view

Marketing transformation can't happen if you don't get the data right. More than half of all companies struggle to consolidate data scattered across different functional areas within their organizations. The result of this is a fragmented view of the customer. But what does that entail, exactly? And how can Resulticks solve this challenge?



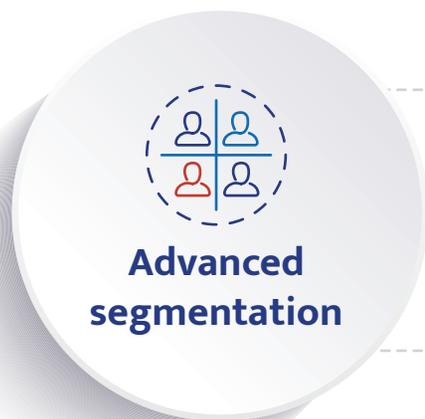
- Limited knowledge of audience
- Unable to identify existing customers across business units
- Struggle to personalize interactions

- First-, second-, and third-party data integrated in a single source
- Eliminates redundant data and ensures quality through deduplication and identity resolution
- Progressive profiling for the latest audience information
- Consolidated audience insight for better targeting



# Segment in advance, in real time, and in style

Marketing is no longer a one-dimensional endeavor. The same goes for segmentation. Resulticks provides a variety of methods to help you create exactly the right segment that will maximize your marketing impact.



## AI-segment creation

- Auto-generates segments based on past audience behavior and profile
- Derives new attributes from interactions



## Static segmentation

- Easy-to-use interface to segment in minutes
- Conditional filters (AND/OR, Inclusion/Exclusion)
- Diverse attributes (e.g., transactional, demographic, propensity, persona, lead score, behavioral)
- Match and suppression rules
- Look-alike targeting



## Real-time targeting

- Responds to event triggers across touch points in real time
- Intuitive targeting rule mapping
- Includes inbound and outbound data for segmentation

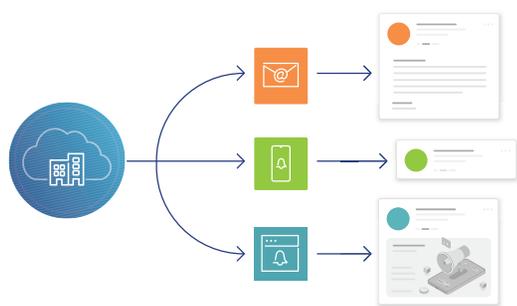


# Orchestrating omnichannel, contextualized customer journeys

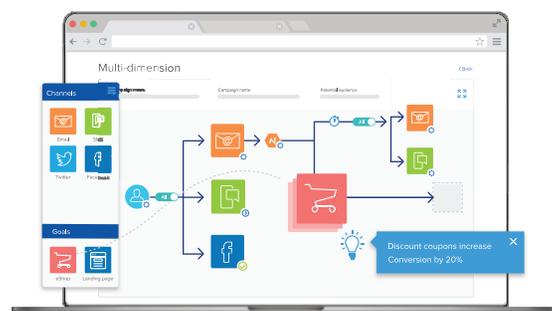
The universal customer journey does not exist. Brands must not only build complex customer journeys, but also optimize how they engage each individual contextually and relevantly—whatever the touch point or time.

Resulticks offers all the tools to do this and more.

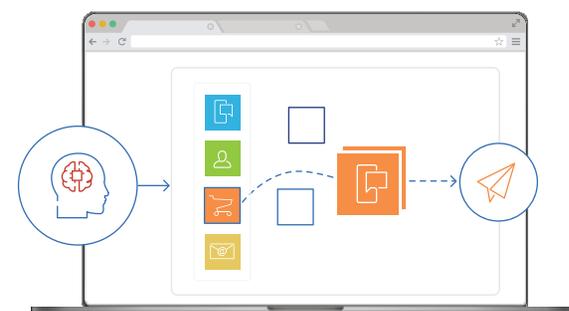
## Diverse options for powerful experience creation



Easy-to-use templates with key defined attributes for every channel to be sent out at the same time



Drag-and-drop canvas to orchestrate complex, multi-step customer journeys across channels and for any number of purposes. Dynamic engagement optimization based on configurable triggers, events, audience responses, propensities, and more.



AI-designed journeys, paired with ideal audience mixes, continuously enhance customer experience and marketing outcomes.



# Engagement optimized for the individual

Your goal is to connect with the individual customer, so is Resulticks'. Its Smart Duo technology makes it possible to identify, track, progressively profile, and contextually engage every customer across channels. The platform also provides a wide variety of personalization and next-best capabilities so every interaction or offer sent out is optimized for the evolving customer.

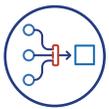


# Empowering your ecosystem: Multilevel account hierarchy

Executing a customer engagement strategy is rarely an endeavor for a single business unit. It usually involves multiple branches, or even the entire organization, as well as a network of partners, agents, and intermediaries working in unison to achieve common goals. That's easier said than done in the absence of a unifying enterprise-wide solution—especially given the complexity, speed, and scale of omnichannel marketing today.

Burdened with a hodgepodge of marketing solutions adopted by different business units, the brand will likely face a seriously siloed data landscape with insufficient means to monitor what's going on, get the insights its decision makers need (when they need them), and align marketing efforts across the ecosystem. Some simply do not even have enough data to execute digital marketing effectively.

## The benefits this capability delivers



Streamlined internal and partner martech environment with one integrated marketing solution



Reduced campaign efforts due to centralized tool



Easy decision maker access to relevant analytics across hierarchical levels



Single customer view across BUs to ensure individualized engagement and facilitate cross/up-selling



Easy distribution of campaign assets, segmentation criteria, and more with BUs and partners



Built-in approval workflow to ensure brand standards



## UNDERSTANDING YOUR CUSTOMER PERSONAS

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As the global consumer landscape shifts continuously, so does the variety of new customer personas. Here are some personas typical of today's consumers that may either reflect your target audiences or inspire you to think about others.



# Emerging personas at a glance



## MILLENNIAL

**Name:** Sanam

**Age:** 21 to 28

**Insurance priorities:** Vehicle, health, and short-term savings / investments

### TRAITS

- Tech-savvy and digitally influenced
- Price-sensitive
- Focused on high returns
- Limited investment capacity
- Prefers digital channels
- Poor understanding of products



## YOUNG COUPLE

**Name:** Aditya and Ruhi

**Age:** 26 to 32

**Insurance priorities:** Vehicle, travel, and health

### TRAITS

- Double Income, no Kids
- Mid-to-high risk taker
- Digital-first, but still requires human touch required during the salescycle
- Basic understanding of products



## FIRST-TIME PARENT

**Name:** Rohit and Arya

**Age:** 28 to 35

**Insurance priorities:** Life, health, and vehicle

### TRAITS

- Research online and purchases offline
- Focused on savings schemes
- Good understanding of products
- Juggling multiple financial commitments



# Emerging personas at a glance



## HAPPY FAMILY

**Name:** Sreeya, and family

**Age:** 35 to 50

**Insurance priorities:** Retirement, savings, and health

### TRAITS

- Focused on investments and retirement schemes
- Low-to-mid risk take
- Trusts word of mouth
- Very good understanding of products
- Needs sales assistance



## TRADITIONALIST

**Name:** The Rakeshs

**Age:** Above 50

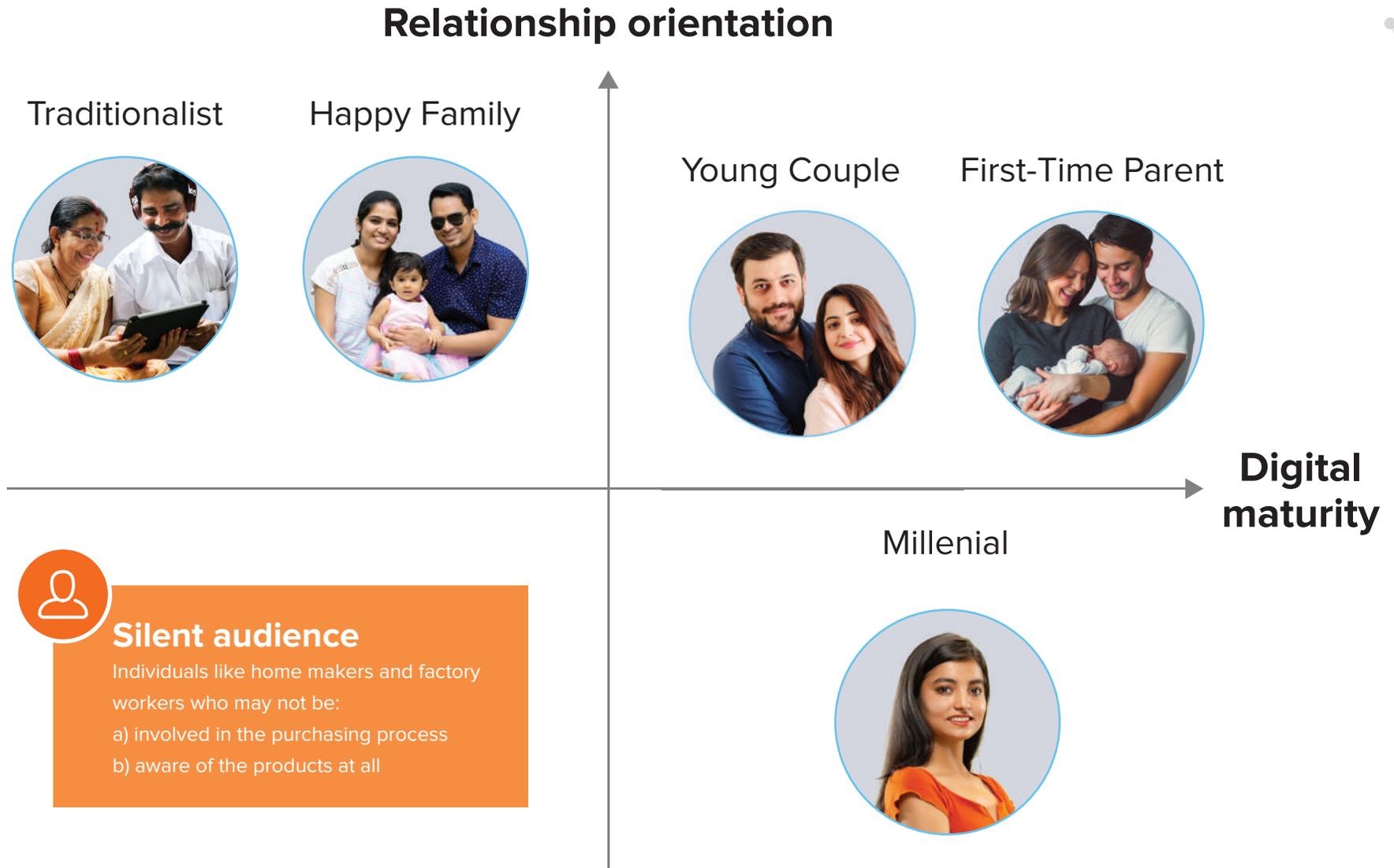
**Insurance priorities:** Renewals, claims, transfer of ownership

### TRAITS

- Needs guidance for digital adoption
- Relationship-driven
- Focused on finding the right insurance products for their children, who are most likely Millennials



# Persona mapping based on digital maturity and relationship orientation





# CONSTRUCT USE CASES FOR **DIFFERENT** **CUSTOMER PATHS**

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With the ever-growing adoption of omnichannel marketing, Resulticks experts work with our clients to develop highly realistic use cases tailored to their industries and business models. Here are a few examples representative of the insurance industry.



# Engaging leads with contextual communication

Anonymous visitors account for more than 90 percent of website traffic, a wealth of opportunities that many brands fail to fully capture.

With the right approach and technological capabilities, you can engage them in continuous, conversion-driven journeys that turn unknown visitors into loyal customers.



Pooja clicks on a Smart Link-embedded ad.



She doesn't take any action, but consents to further notifications.

## Two days later



Pooja receives a personalized notification based on her last visit and browsing history.



She clicks it and continues browsing. She provides her mobile number for immediate call center support after seeing a popup.



Following the call, the executive updates Pooja profile to guide future sales cycle communications.



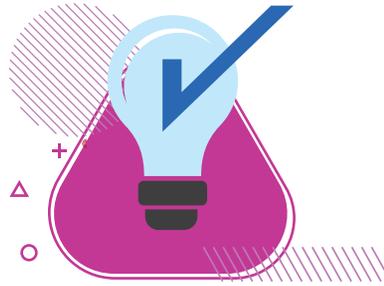
The call center representative receives Pooja's profile in real time and responds to the inquiry.



# Cross selling based on customer behavior insights

While a customer has bought an insurance product from you, it surely allows you to deeper your wallet share with complimentary or relevant products.

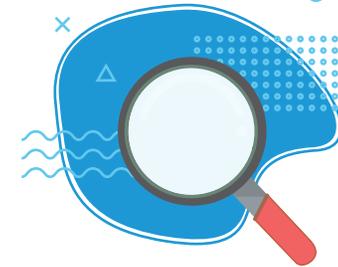
With AI driven behavioral insights about your customer, you can cross-sell/ promote products and improve your customer loyalty



**Insights from Resulticks:**  
Audience in age group 30 - 40, married, purchased travel insurance in past, are interested in home insurance



Targeting of customers/prospects from own databases through emails campaigns for home insurance



**Identify surrogate (look-alike) profile**  
Mary  
Age: 30  
Status: Working professional  
Marital Status: Married  
Products: Travel Insurance  
Location: Metro city



**Segmentation for target list**  
Age: 30 to 40;  
Travel: Yes  
City: Metro cities  
Working profession: Yes  
Marital Status: Married



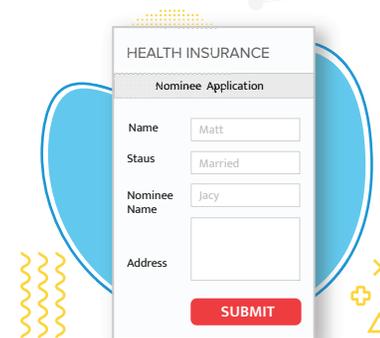
# Upselling based on updated customer information

A change in a customer's lifestyle is often a great opportunity to upsell new products previously not applicable to them.

Triggering contextualized communications based on updates to the customer profile can enable direct promotions without having to uncover data on new audiences, thus maximizing marketing ROI.



Arun, an existing customer, receives a biannual email to update his personal details.

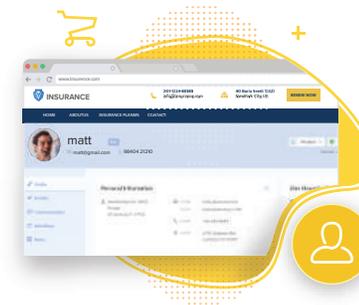


He updates his profile to make his wife a nominee.

## A month later (just before renewal)



A trigger campaign sends him a next-best offer for a family health insurance plan.



Arun upgrades his plan, and his profile is augmented in the customer data platform against his Resulticks passport ID.



# Guiding unknown audience towards conversion

So many first-time visitors come and go from your digital touch points. However, when they exit, it does not mean you have lost a future lead and even customer.

Resulticks helps you track and contextually engage them, leveraging integrated insights to move them closer towards further engagement and conversion.



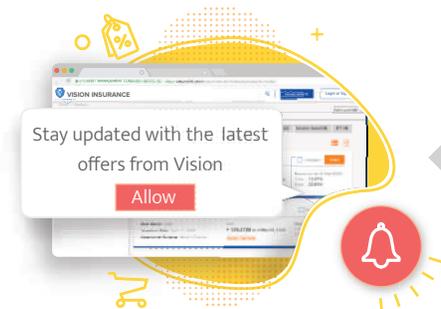
Sanam, a first-time audience member, clicks a paid ad from Vision Insurance and lands on the health insurance webpage.



She browses the available plan details but does nothing.

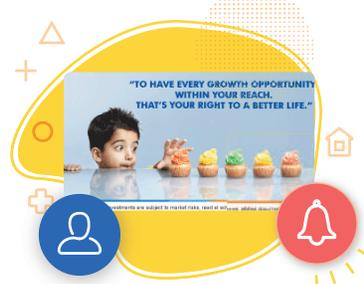


She agrees and then visits a few competitors' sites to compare the plans offered. However, she purchases nothing again.



When trying to leave the site, she receives a pop-up notification asking her for consent to browser notifications.

Two days later



She receives a notification from Vision that offers a discount on health insurance plans tailored to her recent browsing history.



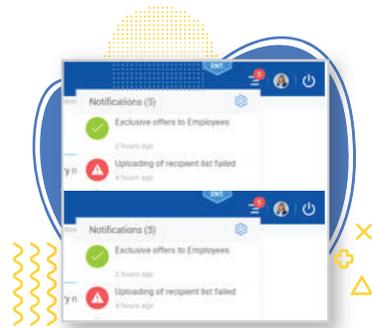
She opens it and discovers that the page also includes a fun video on why many have chosen Vision's plans over others. She is finally convinced and registers for a plan.



# Simplifying acquisition across the ecosystem

With disparate tools to juggle, it can be difficult to ensure all your business units create and deliver campaign effectively, let alone partners and intermediaries.

With a unified platform like Resulticks adopted across your ecosystem, building targeted communications for acquisition and a variety of other purposes becomes much easier, maximizing marketing ROI.



Two intermediaries (i.e., Vision Agency 1/VA1 and VA2) receive a platform notification about an email campaign created by the brand.



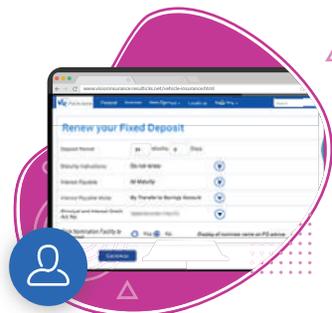
The affiliates then upload their customer data and create target segments in the Audience module.



Ankita, a brand prospect, is in both segments, but is removed from the VA2 one based on the priority set by the brand. She receives the email from VA1 and shows interest by clicking the CTA.



VA1 and VA2 review the campaign in the Campaign module and approve its delivery to their respective segments.



She lands on the brand website to learn about the offer and avail it by sharing additional profile info.



# Enabling automated policy renewal reminders

While competition can become fierce during renewal periods, brands can use them as opportunities to reinforce why they offer the best option.

Third-party data can keep you one step ahead of your customers. Once you know what they are looking for, triggering a next-best offer communication will be easy.



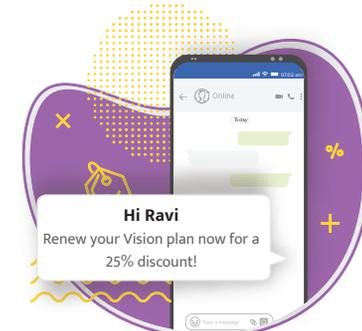
Ravi receives a renewal reminder for his auto insurance policy a month before it expires but holds off on renewing it.



He finally logs into the site and renews his plan by paying the discounted premium. He later receives an email confirmation with the insurance documents.



He decides to explore other insurance providers' policies for cheaper rates.



Ravi receives a text message with a 25% discount on his existing plan.





## About Resulticks

Resulticks is a real-time, big-data-driven marketing cloud solution built from the ground up by experts in marketing, technology, and business strategy to deliver topline growth. Outcomes-focused and enabled by the world's first customer data blockchain, Resulticks equips brands to make a transformational leap to true omnichannel engagement. With its AI-powered, customer-centric approach and attribution at the segment-of-one level, Resulticks is changing how brands worldwide reach, acquire, and retain satisfied customers.

**REQUEST A MEETING**

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