

# Customer Acquisition & Retention

## Leverage Customer Insight to Attract New Customers & Minimize Attrition

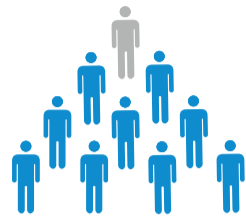
### Offering insurer's the ability to provide differentiated value to their customers and prospects



#### Improve Customer Acquisition



50% of insurance executives believe their primary driver of growth in the next three years will be improved customer acquisition. Source: Accenture.

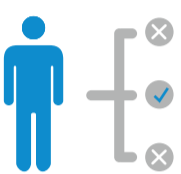


90% of insurance CEOs rank getting closer to customers at the top of their agenda. Source: Accenture.



Customer acquisition and retention will depend heavily on the insurer's ability to deliver customized experiences to their different customer segments. Source: Accenture.

#### Improve Customer Retention



Consumers are receptive to targeted cross-sell offers if the value proposition is clear and the process is easy. Source: Ernst & Young.



Consumers want to remain loyal and, in fact, buy more from the same product provider. Source: Ernst & Young.



The customer experience will be a critical element of insurers' efforts to retain and sell more and different products to their customers. Source: Ernst & Young.

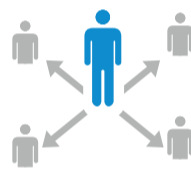
#### Optimize the Distribution Channel



Insufficient customer segmentation and targeting together with some continued operational inefficiencies means the cost of face to face advice is out of line with industry revenues and growth. Source: Deloitte.



Existing distribution capabilities prevent many carriers today from providing a differentiated customer experience. Source: Accenture.



Insurers want to develop multi-channel distribution models that are more versatile, better integrated, and have flexibility to adapt. Source: Accenture.



### Gaining deeper insights into customers, agents, markets, channels and marketing campaigns

#### "CUSTOMER ENGAGEMENT" FRAMEWORK

##### COMMON CHALLENGES

- Transactional experience disjointed from marketed experience
- Disconnected channels  
Variable customer experience  
Low cross-sell, retention
- Limited insight bandwidth  
Finding the right talent  
Transparency into insight
- Disjointed data  
Low data quality  
Data latency

##### OBJECTIVES



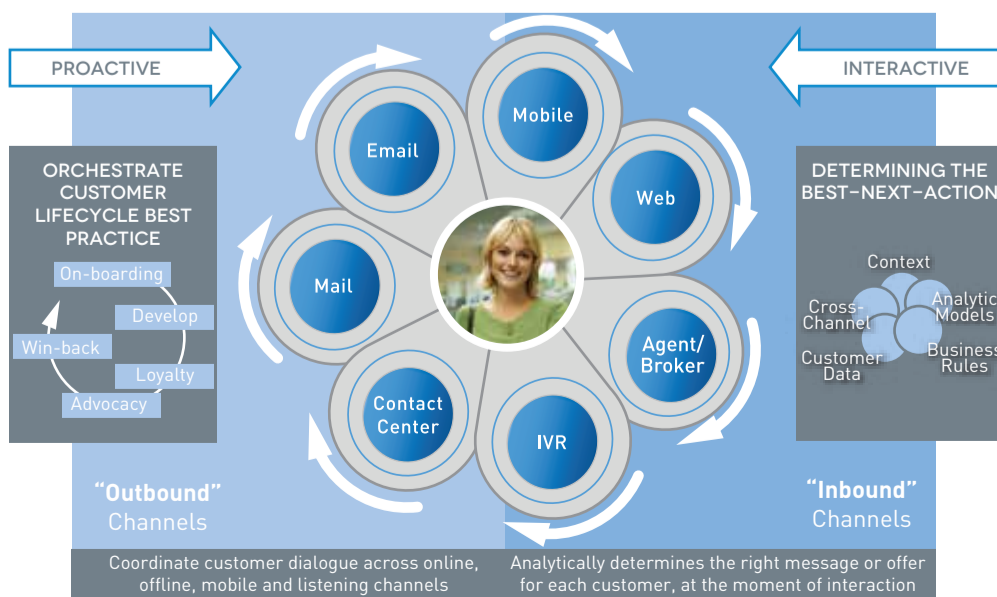
##### SUCCESS OUTCOMES

- Trust in company
- Trust in actions
- Trust in insight
- Trust in data



### Leverage customer insight and predictive modeling for greater customer engagement

#### OPTIMIZING CUSTOMER INTERACTIONS



#### Dramatically Improve Customer Acquisition & Retention Rates

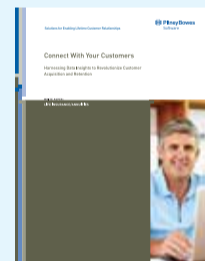
- Lower Marketing Costs
- Increase Response Rates on Direct Marketing Campaigns by 200%
- Increase Retention by up to 30%
- Increase Cross-Sell/Up-Sell by up to 20%

#### RECOMMENDATIONS



- Leverage real-time analytics to provide greater insight into marketing acquisition campaigns and retention efforts.
- Leverage customer communications across all touchpoints and channels to improve customer engagement and satisfaction.
- Establish customer strategy that links and coordinates communication between customers and agents (both inbound and outbound).

#### PROOF POINTS



Connect with your Customers whitepaper



Using the Portrait Customer Interaction Suite from Pitney Bowes Software, Tryg has recorded significant improvements in both customer loyalty and sales

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