

everis

an NTT DATA Company

# Customer



Inspiring insurance sector **by everis**



## **Customer:**

No one disputes that a company's view of a customer must be complete in order to ensure good management in each and every one of the services and products offered. Insurers are no exception, and especially when they have a high volume of products and areas that can be contracted, managed and renewed through multiple channels.

## **What really matters**

Customers is one of the main areas everis develops in the insurance area. The customer as the Centre of products and services establishes how the information systems manage this information, from the time they are prospective customers through to loyalty processes. Solutions such as MDM (Master Data Management), are one of the levers proposed to companies in the insurance sector, with a proprietary customer model adapted to business needs, as well as a software asset base that accelerates deployments.

## **Services:**

- A single customer view service.
- Customer segmentation analytical service models.
- Sales campaign laboratory.
- Insurance Centre contacts service.
- Service portals.



## **A single customer view service.**

everis offers insurers a single view of their customers, presenting the most comprehensive and highest quality information that provides differential knowledge about them in order to offer sales and services that are customized to each customer's characteristics.

### **How everis helps**

- Knowledge, experience and references in implementing the pillars required for managing the relationship with customers; from defining and designing the strategy (**everis Business**) and sector specialization (**everis Solutions - Insurance**) through to technological implementation (**everis Solutions - Technology**).

### **Differentiated values of everis approach**

- Working methodology based on the experience acquired over a large number of projects.
- Reference model of processes based on best practices.



## **Customer segmentation analytical service models.**

everis provides solutions for developing customer knowledge based on their behavior and their needs, in order to maximize results that enable the insurer to achieve excellence in management and customer care.

### **How everis helps**

Through an approach that covers:

- The understanding and treatment of data.
- Clustering and profiling.
- A segmented marketing plan.

### **Differentiated values of everis approach**

- everis approach is proven through the prism of experience and successful implementation.
- In the clustering process, undertake a clear exercise of identifying the value of the customer for the insurance company.



## **Sales campaign laboratory.**

everis seeks maximum efficiency and effectiveness in the “message-target” relationship from a solution that can increase the likelihood of the campaign’s success, optimize its launch and obtain the greatest profitability from each insurance product promoted.

### **How everis helps**

With the Campaign Laboratory, everis can achieve commercial efficiency through three objectives:

- Increasing the likelihood of the campaign’s success.
- Optimizing the launch, minimizing cost and time.
- Obtaining the maximum profitability for each product promoted.

### **Differentiated values of everis approach**

- Designing experiments by launching pilot campaigns.
- Evaluating the campaigns with objective success measurement criteria.
- Sharing everis experience about potential promotional campaigns with the insurance company.



## **Insurance center contacts service.**

everis supports insurers from defining strategy and the customer service model through to implementing the technological solution that offers quality and efficient service to the insured party, enabling greater loyalty, greater value, and even attracting new policyholders for the company.

### **How everis helps**

- Defining the strategy
- Customer service model
- Implementing the technological solution.

### **Differentiated values of everis approach**

- everis ability to define strategy is based on its knowledge, as well as on its own abilities, with the provision of service contact centers for the insurance sector.



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