

Increase Your Profitability and Improve Customer Loyalty With Comprehensive Analytics

Insurance Business and Customer Analytics Services by NTT DATA

Benefits:

- Measure and monitor customer satisfaction and loyalty
- Optimize marketing effectiveness and identify customers likely to leave
- Analyze sales/renewals by region, product and channel to identify patterns
- Identify profitable customers for upsell and cross-sell opportunities
- Compare agent and product profitability and understand market proliferation trends
- Analyze field sales force and call center productivity

It can be challenging to decide where to allocate resources to obtain the best return on investment when you're working with a fixed marketing budget. In today's data-filled, customer-centric digital world, your insurance company increasingly relies on analytics to make effective decisions. Analytics can also help reduce the cost of customer acquisition by optimizing the results of marketing campaigns.

Insurance Business and Customer Analytics Services by NTT DATA merge statistical data mining with modeling tools to help you look deeper into your processes and business functions.

Our comprehensive analytics solutions can minimize risk, boost operational efficiency, create regulatory compliance frameworks, simplify supply chains and identify new channels for growth and profitability.

We focus on achieving measurable results for your priority issues by unlocking the value of your data. Our team of experts has in-depth knowledge of industry data sources, deep domain expertise and proven experience utilizing advanced analytics to address sales effectiveness, underwriting, claims, customer management, risk and fraud management, and management effectiveness.

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We also provide a number of easy-to-use and informative dashboards, scorecards and reports for reviewing your data in real time. Our solutions use predictive modeling for customer acquisition — looking at a combination of psychographic, text, web and survey data regarding prospective customers. We then send this data to our analytics engine to score leads based on their likelihood to change companies/plans.

Our services provide:

Analytics expertise

- Customized solutions for the life insurance domain
- A live scoring engine from Statistica for real-time scoring

Skills and capabilities

- More than 500 experienced analytics professionals
- A cost-effective and time-sensitive approach

Engagement model

- Collaborative working model
- Robust project management and governance

At NTT DATA Services, we can help you:

- Acquire new customers through appropriate pricing strategies
- Predict customer attrition risk and take preventive action to retain customers
- Gain deeper insight into customer buying patterns, quality of business, exposures, new business acquisition and lines of business
- Compare your performance against the goals and objectives for new renewal business and claims activity
- Take action, assign ownership and track progress of your field sales force to prevent performance gaps
- Communicate actionable information on renewals, overall company sales performance and win/loss statistics through detailed reports, analytics, dashboards and trigger-based alerts



Visit nttdataservices.com to learn more.

NTT DATA Services partners with clients to navigate and simplify the modern complexities of business and technology, delivering the insights, solutions and outcomes that matter most. As a division of NTT DATA Corporation, a top 10 global IT services and consulting provider, we wrap deep industry expertise around a comprehensive portfolio of infrastructure, applications and business process services.

NTT DATA