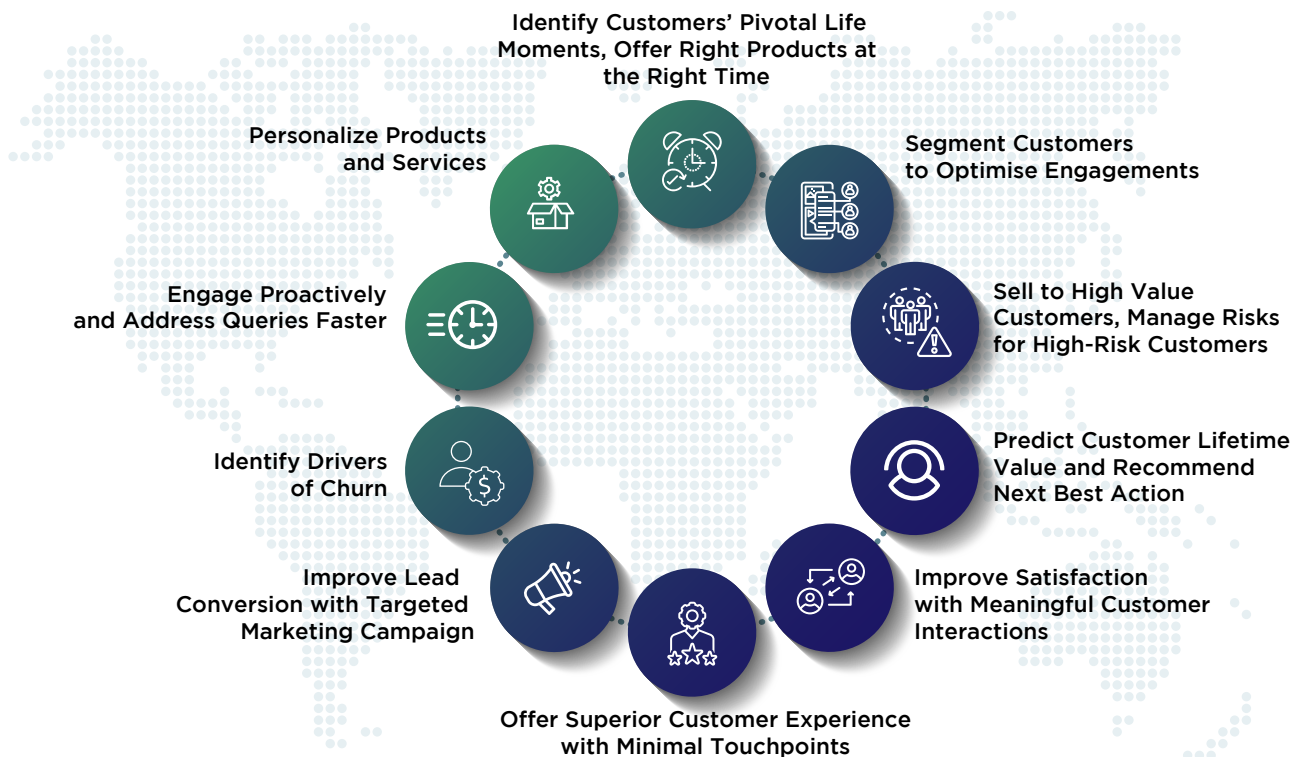# quantiphi
Solving What Matters

OneCustomer
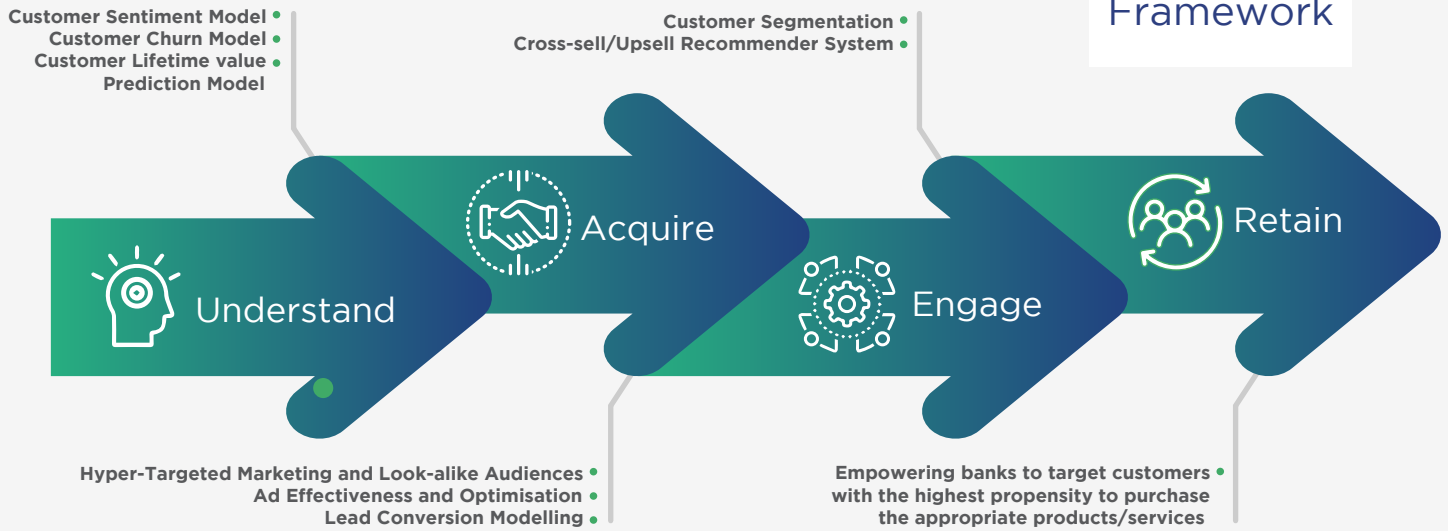## Understand. Acquire. Engage. Retain

An AI-driven customer data platform with state-of-the-art descriptive and predictive analytics models to effectively understand, acquire and engage new customers while enhancing customer lifetime value

Key Customer Experience Challenges in The Insurance Industry

Poor Customer Experience

85% of companies offer a fragmented customer experience

Only **29%** customers are satisfied with their insurance provider

Lack of personalisation

$345Mn Lost revenue opportunities per year due to lack of personalization

87% Executives believe hyper-personalized experience is the next big wave of competitive advantage

Lack of Proper and Timely Service

Switching rate has grown from **31%** to **35%**

33% of Americans considers switching after just a single instance of poor service

How OneCustomer Can Help

- Identify Customers' Pivotal Life Moments, Offer Right Products at the Right Time
- Personalize Products and Services
- Segment Customers to Optimise Engagements
- Engage Proactively and Address Queries Faster
- Sell to High Value Customers, Manage Risks for High-Risk Customers
- Identify Drivers of Churn
- Predict Customer Lifetime Value and Recommend Next Best Action
- Improve Lead Conversion with Targeted Marketing Campaign
- Improve Satisfaction with Meaningful Customer Interactions
- Offer Superior Customer Experience with Minimal Touchpoints

Framework

- Customer Sentiment Model
- Customer Churn Model
- Customer Lifetime value
- Prediction Model

- Customer Segmentation
- Cross-sell/Upsell Recommender System

Understand

Acquire

Engage

Retain

- Hyper-Targeted Marketing and Look-alike Audiences
- Ad Effectiveness and Optimisation
- Lead Conversion Modelling

- Empowering banks to target customers with the highest propensity to purchase the appropriate products/services

Quantiphi 's Key Insurance Success Stories

Reducing Customer Churn Rate for a Fortune 200 Insurance Client

Problem Context

Client, the largest provider of supplemental insurance in the US providing financial protection to more than 50 million people worldwide, wants to identify the customer groups having higher churn propensity in order to understand the reasons behind this higher risk of churn and take mitigation measures accordingly.

Solution

Quantiphi made a One click solution in client's cloud environment to run the churn prediction model every month and identify the customer groups that are at a high risk of churning out and also suggest interpretable reasons for the same

Impact

- 2.7x (bold the numbers) Improvement over client's current, leveraged model
- 10% (bold the numbers) Reduction in customer churn rate over 3 Quarters

Building a Customer Data Platform for an Leading Financial Services Company

Problem Context

The Client, an US-based firm was collecting customer data from multiple sources in a siloed fashion and was looking to achieve a comprehensive view of the customer engagement for optimizing communication.

Solution

Quantiphi created a rule engine that would cater to custom ad hoc requirements by referencing a real time CDP and supplementing it with various ML models like churn, CLTV, segmentation, next best action recommendation

Impact

- 360 Degree View of Customer Engagement all at one place
- Enhanced ability to take action oriented insights with data driven marketing analytics

Quantiphi is an award-winning AI-first digital engineering company driven by the desire to reimagine and realise transformational opportunities at the heart of business.
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