Keeping It Personal:

Insurance group Personalizes Interactions
and Improves Member Loyalty

*"Informatica is assisting us evolve rapidly
and use our policy data to improve customer
service, satisfaction, and loyalty."*

Product Owner
Insurance group

Goals	Solution	Results
Make customers loyal in a fast-changing insurance market by improving service and establishing more personal relationships	Obtain a holistic view of customer information from all lines of business with Informatica MDM	Improves customer satisfaction by enabling more personalized service and outreach
Support big data strategy for better decision-making and track data lineage to comply with regulatory requirements	Manage big data lineage, metadata, transformations, and integrations using Informatica PowerCenter	Helps expedite business decision-making while enhancing regulatory compliance
Provide trusted, actionable data to all projects and business units to maintain consistency and operational autonomy	Use Informatica Data Quality to deliver accurate and consistent data across the organization	Enables business units and sites to operate independently while using the same trusted policy data

Informatica Success Story: Insurance group

France is the fifth-largest insurance market in the world and the second-largest in Europe, according to the French Insurance Federation. It's a competitive market made more competitive by the recent EU Insurance Distribution Directive, which seeks to give consumers more protections and more choice in their insurance coverage. Because consumers can now change insurance providers very easily, traditional and non-traditional players are vying for market share.

For established insurance providers such as this Insurance group, customer service is the top priority. As a social economy enterprise, the Insurance group does not belong to shareholders or the state, but to its 5.4 million members (customers). To adapt and win in a constantly changing market, they must know their customers well and understand which products and services are useful to them, across the company's multiple lines of business.

"We want to empower every service or sales agent to establish a personal relationship with a customer no matter how or where that customer contacts us or interacts with us," says the Product Owner at the Insurance group. "To be successful, we needed to use Master Data Management to establish a more coherent, 360-degree view of our customers."

The Insurance group also wanted to improve its competitive stance by bolstering business decision-making with big data, which required the ability to track data lineage to comply with regulatory and compliance requirements. This was a challenge because its three primary business units operated independently; IARD, health insurance, and financial services each had multiple information systems and a siloed view of customers and products.

To support its data management and big data initiatives, they had to provide trusted, actionable data to maintain consistency across the business while preserving operational autonomy for business units.

Centralizing customer information silos

The Insurance group selected Informatica MDM, which enabled the company to easily collect customer relationship management (CRM) data from more than 10 disparate systems.

"Informatica really helped us in our early stages of MDM by clearly stating the importance of having a way to govern as well as centralize our customer data," says the Product Owner. "We needed to trust the data, not just aggregate it."

Informatica MDM is part of a complete solution that also includes PowerCenter to manage data lineage, metadata, transformations, and integrations, helping the Insurance group support compliance and improve operations with a common business glossary. Embedded Data Quality, they are doing profiling, cleansing and enriching data from different business units and sites, giving every business unit access to the same trusted, actionable data. When customer information is changed in one business unit's CRM systems, the change persists across the business, saving the customer the time and trouble of making multiple contacts.

"We use Informatica MDM for a single, enterprise-wide view of all of our customer data, allowing us to be as close to our customers as possible," says the Product Owner. "We now have a holistic view of each unique customer across all of our departments, which is a major advancement for our business."

Personalizing the customer journey

The solution helps the Insurance group compete in Europe's fast-changing insurance and highly competitive insurance and financial services markets, while keeping its customers happy and improving their loyalty with fast and knowledgeable service. It also helps to expedite business decision-making with a check on regulatory compliance, allowing the Insurance group to be more agile and react quickly to market disruptions while reducing risk. In the near future, they plan to expand beyond customer data and master all data related to the customer journey, including all claims, contracts, and interactions.

"Informatica is assisting us evolve rapidly and use our policy data to improve customer service, satisfaction, and loyalty," says the Product Owner. "Meanwhile, our business units can continue to operate independently and focus on their markets while using the same trusted data. Our customers will benefit from our ongoing relationship with Informatica, because we will have increasingly personalized contact and conversations with them."

Digital transformation is changing our world. As the leader in enterprise cloud data management, we're prepared to help you intelligently lead the way. To provide you with the foresight to become more agile, realize new growth opportunities or even invent new things. We invite you to explore all that Informatica has to offer—and unleash the power of data to drive your next intelligent disruption. Not just once, but again and again.

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Inside The Solution:

- Informatica MDM
- Informatica Data Quality
- Informatica PowerCenter

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