



Informatica®

Pan-Asian Insurer

Enhancing Visibility:

Meeting Data Governance Standards While Personalizing Insurance Service Delivery



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Director, Group Data Governance
Pan-Asian Insurer

Goals

Establish a consistent set of data governance standards and protocols to manage insured and policy data

Strengthen data governance capabilities across operating entities in Asia

Provide stakeholders with greater visibility and confidence in data quality, while safeguarding customer data

Solution

Use Informatica Axon Data Governance to collaborate and build an enterprise-wide glossary of business terms relating to customers

Scan and catalog customer data with Informatica Enterprise Data Catalog to trace the flow of personally identifiable information (PII) spanning seven locations and across on-premises and cloud with both Microsoft Azure and Amazon Web Services (AWS)

Validate the accuracy and consistency of customer data with Informatica Data Quality, and verify customer information with Informatica Address Verification, in an effort to prompt customers to update their most current information

Results

Integrated Informatica solutions with ease, enabling them to achieve their goals quickly and seamlessly

Enables faster and easier discovery of PII data, allowing them to ensure compliance with regional and local Personal Data Protection Act

Saving an average of three minutes per customer service call and reduced email bounce rates by improving customer data

Business Requirements:

- Deploy an integrated data governance solution
- Visualize end-to-end data lineage
- Meet increasing regulatory reporting obligations

About this Pan-Asian Insurer

Headquartered in Hong Kong and operating in several countries throughout Asia, they offer life and medical insurance, general insurance, employee benefits, and specialty insurance products.

Informatica Success Story: Pan-Asian Insurer

The Asian insurance market is changing, becoming more customer-centric, more regulated, and more competitive. Singapore's Personal Data Protection Act, Hong Kong Insurance Authority's Guideline on Enterprise Risk Management, Bank Negara Malaysia's Guideline on Data Management and MIS Framework, and anti-money laundering guidelines in Indonesia are just a few of the regulations that have been introduced to help bring more consistency to the industry.

This fast-growing pan-Asian insurer offers a wide range of insurance solutions including auto, travel, and life. The company is committed to creating improved customer experiences with easy-to-understand, technology-supported products, which adhere to regulatory expectations.

To be successful they needed to make better use of customer data to power digital experiences while at the same time protecting customers' personally identifiable information (PII). It needed to strengthen data governance across all its operating entities in Asia, scan enterprise data stores for PII, and protect it with appropriate controls. But working to stand up a data governance program across seven locations, each in a different country, is no small feat.

They're also moving toward data-driven decision-making, which requires its employees and insurance agents to be able to understand contextual meanings and have confidence in data quality, timeliness, consistency, and integrity. To deliver enhanced analytics and drive more personalized and targeted marketing campaigns, they needed to improve data quality and create a single view of each customer.

"Our data governance program is strategically positioned to help enhance our regulatory compliance with the way data is managed and governed," explains the Director, Group Data Governance, Pan-Asian Insurer. "Our employees and agents must trust the integrity of the policy and customer data and rely on the clear ownership established for any data issue resolution."

Enabling Enterprise-Wide Data Governance

Embarking on an ambitious strategic plan to build a robust data management and governance foundation, they selected an integrated solution from Informatica. The company used Informatica Axon Data Governance to build an enterprise-wide dictionary to harmonize the definition of business terms relating to customers, helping to establish a common understanding of data throughout the business. It also used Informatica Enterprise Data Catalog to scan data stores for PII, visualize data lineage, and track how sensitive data moves across the enterprise.





"The suite of Informatica solutions created a data community within our organization and broke down the silos between our business and technical stakeholders, allowing us to leverage data more effectively to better serve our customers."

Director

Group Data Governance
Pan-Asian Insurer



"Informatica Enterprise Data Catalog allowed us to use readily available connectors to automatically scan technical metadata from our core systems and databases to visualize end-to-end data lineage," says the Director, Group Data Governance, Pan-Asian Insurer. "We can centrally identify and trace the flow of PII across the data landscape, from the point of sale to policy administration systems to our data lake, and finally to dashboards for business consumption."

To help keep customer data quality high, they're using Informatica Data Quality to verify and validate customers' email, mobile phone numbers, and addresses. If information is missing or incorrect, the customer is prompted to update the information. Business glossary entries in Informatica Axon Data Governance are linked with the associated technical metadata from Informatica Enterprise Data Catalog as well as data quality scorecards, providing a truly integrated solution.

"The ease with which we were able to integrate Informatica solutions into our environment has enabled us to achieve our goals quickly and seamlessly, rolling out the solution across our key markets which vary in business segments and architecture model," says the Director, Group Data Governance, Pan-Asian Insurer.

Improving Service, Security, and ROI

The Informatica rollout brought a number of business benefits, helping to improve customer experiences by empowering employees and agents with accurate customer and policy data. The dashboards also enable faster and easier discovery of PII data, allowing them to put controls in place to make customer data more secure. They are now able to gain a 360-degree view of customers, gaining insights into their lifestyle preferences, helping to better personalize customer interactions.

"Using Informatica Enterprise Data Catalog to discover PII data gives us a robust metadata management foundation, allowing us to identify key data that must be secured and comply with local regulatory guidelines in the markets where we operate," says the Director, Group Data Governance, Pan-Asian Insurer.

Higher quality data is having an impact throughout the business. For example, it has reduced marketing email bounce rates and enabled more accurate marketing and cross-selling, using up-to-date customer and policy information to personalize insurance coverage and solution offers. As a result, the company improved marketing ROI as well as its annual premium equivalent (APE), a measure of the amount of new insurance business written.

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Inside The Solution:

- Informatica Axon Data Governance
- Informatica Enterprise Data Catalog
- Informatica Data Quality
- Contact Data Verification

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Director

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There were also unexpected benefits. For instance, they reduced turnaround time in system change management cycles by efficiently assessing the upstream and downstream impact of data changes. Having trusted customer data has also enabled the automation of claims processing and fraud detection using AI and machine learning technologies, driving further ROI. It's also helping the company's call centers run more efficiently.

“Informatica is improving operational efficiency in our call centers by providing an integrated dashboard of policy holder information to help our employees and agents meet customers' needs using complete and up-to-date information across all business lines and touch points,” says the Director, Group Data Governance, Pan-Asian Insurer.

Supporting Insurance Business Expansion

As they continue to progress in data governance maturity and expand their business presence in Asia, they plan to use Informatica solutions to govern more data elements critical to their business as well as regulators.

“Informatica solutions will act as essential tools to support our expansion plan by accelerating the integration of disparate data with sophisticated out-of-the-box functionality and algorithms,” says the Director, Group Data Governance, Pan-Asian Insurer.

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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