Actian Makes It Easy for Insurance Providers to Know Their Customers Better

We partner with insurance providers to help them be self-sufficient in connecting, managing, and analyzing the data that matters most to improve their engagement with customers. As a result, they can reimagine how they tailor memorable customer experiences – all while growing their businesses in the digital plus economy.

Insurance companies face challenges in driving valuable outcomes for their customers – delivering innovative new products to meet evolving customer expectations, making the customer journey a uniquely personal experience, and providing customer service that delights customers. Data silos, regulatory compliance restrictions, and having to work with multiple vendors can make it difficult to build and deliver a unified 360-degree view of a customer. Without this, insurers don't know customers well enough to engage with the right message at the right time and place.

How Actian Helps You Know Your Customer Better

The insurance industry is in a state of transition with more products and options than ever before. As customer expectations and demands have grown more sophisticated, insurers have switched their focus from price competition to maximizing value for their customers. Insurers that automate business insights can imagine and deliver the most impactful experience for each customer in real time. With Actian, insurance companies have a fully managed hybrid cloud data platform that uses data to drive customer loyalty. And if they do this effectively – they nurture customers to become lifelong customers.

Business Benefits

Using the Avalanche Cloud Data Platform, IT will be able to help its business know its customers better which provides opportunities to:

Improve customer engagement through personalized experiences

Identify unmet customer needs for product innovation

Strengthen customer loyalty with exceptional customer service from quote and sale all the way to claims processing

Gain insights into a customer's risk exposure in real time

Increase the lifetime value of each customer by understanding interactions across channels

Reduce fraud through prevention, early detection, and mitigation

Exploring Insurance Solutions with Actian

Actian's solutions for insurers allow organizations to modernize and optimize their operations no matter where they are in their digital transformation journey. The following four solutions illustrate how insurers provide REAL, real-time customer insights that create personalized experiences:

Customer 360

Insurance companies can grow revenue and improve customer experiences by bringing together data from enterprise systems, third-party data sources, and SaaS applications. By aggregating and unifying customer interactions across touchpoints, you can maximize lifetime customer value through personalized offers and experiences.

Risk Analysis and Management

By using AI/ML with real-time connected data from disparate customers, public records, and market sources, insurers can evaluate the risk of insurance policies at much higher accuracy and price it in a more competitive manner.

Fraud Detection and Prevention

Insurers must access the most up-to-date data for fraud detection and prevention, including new data sources from mobile, IoT, and third-party sources. An edge-to-cloud data platform brings cloud data retrieval and analysis to all of an organization's applications and data.

Customer Lifetime Value

Insurers can maximize existing and future customer value by connecting customer data from account histories and demographics to call center, mobile, web and social media interactions with speed and accuracy. Insurance companies will also be able to identify which characteristics and behaviors lead to customer value at various points in time.

IT Benefits

Actian makes it simple for insurance companies to connect, manage, and analyze customer data so that IT can:

- **Work with a single platform** that includes built-in integration, data quality, management, and analytics

- **Easily unify, transform, and orchestrate** your data pipelines

- **Reduce/eliminate data silos** to deliver 360-degree customer views

- **Democratize data** while ensuring data security, privacy, and governance

- **Improve speed and flexibility** with a deploy anywhere architecture

- **Scale analytics and optimize price performance** with a cloud-native solution

Ready to create customer experiences that drive lifelong loyalty to your bank? Make data easy for your business today as you build for your future.

Get Started with Actian ›

ACTIAN™