

Maximize customer portfolio value for an insurance provider

Client

A leading insurance provider with products across personal, auto, and commercial insurance.

Opportunity

The client was facing challenges in maximizing the value of its customer portfolio by cross-selling and up-selling, and sought a solution.

Value Delivered

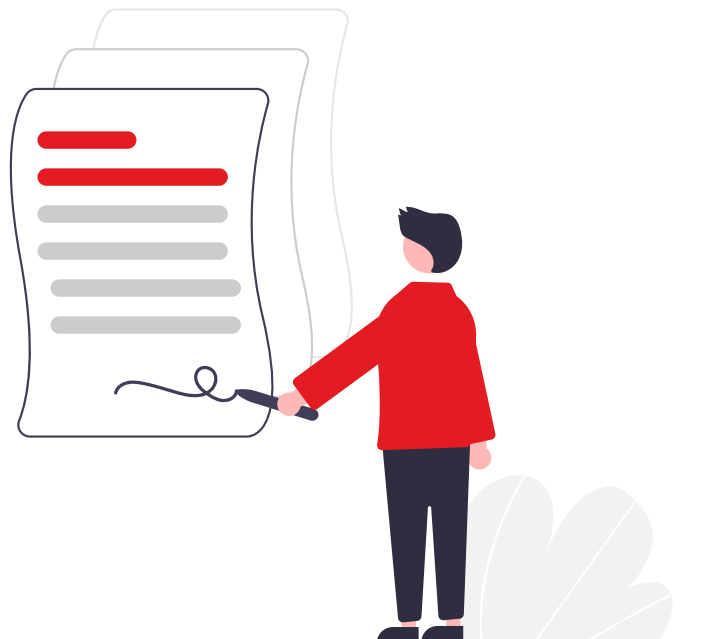
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Helped in designing effective and focused cross-sell campaigns with improved response rates.

Solution

SG Analytics' data analytics team divided the problem statement into three major parts: customer segmentation, propensity model, and campaign design, and created the following solution:

- SG Analytics employed "propensity to buy" models for optimizing return on investment (RoI) on various campaigns to up-sell and cross-sell insurance products through superior targeting.
- Our data analytics team used logistic regression models to determine probability of cross-selling products to policyholders.
- The team deployed analytics to build a comprehensive cross-sell solution.



To know more about our Customer Analytics Services write to us on dataanalytics@sganalytics.com or contact us on **+1 315 503 4760**