



Game-Changer: Health Insurer Boosts Sales by 27% with Enhanced Customer Engagement

USE CASE: PERSONALIZED MARKETING | INDUSTRY: HEALTHCARE / INSURANCE



41%

web to call
center
conversion

27%

increase in
online upsell and
cross-sell

OVERVIEW

A large health insurer wanted to build long lasting, high value relationships with each of their customers, while maximizing the significant investments made in customer data.

Disjointed channels and siloed decisioning made it difficult to deliver on the promise of seamless, omnichannel engagement. They needed to operationalize their customer data insights to provide customers with the most personal and relevant actions at each stage of their journey.

SOLUTION

By implementing Celebrus, the insurer unified their inbound, outbound, and paid channels with one central brain. Personalized next-best-action recommendations within each customer dialogue maximize value for the customer and enabled a shift from product-centric to customer-obsessed.

Centralizing decisioning created a space for every channel to learn the others, with the experience adjusted in live time based on customer insight.

RESULTS

- Save rate of 85% using next-best-action recommendations
- 27% increase in online upsell & cross-sell
- 41% web to call center conversion rate

