



BFSI SUCCESS STORIES

**LEARN HOW COMSENSE CUSTOMERS ARE LEVERAGING
AI-POWERED PREDICTIVE CUSTOMER ANALYTICS AND MARKETING
AUTOMATION TO REVOLUTIONIZE CUSTOMER ENGAGEMENT**

We Eat Elephants For Breakfast!

- **BI Dashboards: 110+**
- **Emails Sent: 2Bn+**
- **Customer Records: 185 Mn+**
- **Processes Automated: 120 +**
- **Mobile Devices: 75 Mn+**
- **Predictive Models: 115+**
- **Integrations: 35+**

EXPERIENCE THE COMSENSE DIFFERENCE

Comsense Technologies is a global consulting firm run by Ex. Directors from **Big 4 Consulting** and Fortune 500 companies. We bring solutions that combine the power of Robotic Process Automation, Predictive Customer Analytics and Cognitive Marketing Technology with a focus on **BFSI, Retail, Media and Healthcare** industries.

We empower businesses to engage with their customers, seamlessly exchange data, automate processes, predict next-best actions, improve productivity and save costs. We provide cutting edge solutions to the offices of CMO, CIO & CFO.

Besides a state of the art Development Centre in Pune and offices in USA, Germany, South Africa & Singapore, we have a highly enthused and creative team of 150+ artists, engineers, data scientists, marketers and marketing technologists, who deliver results on solid foundation of **Extreme Ownership**.

CASE STUDY 1

**ONE OF THE INDIA'S
LEADING PROVIDERS OF
FINANCIAL SERVICES
WITNESSES A **THREE-FOLD**
INCREASE IN CUSTOMER
RESPONSES TO ITS
MARKETING CAMPAIGNS**



BUSINESS CHALLENGE

The client's marketing campaigns were proving time-consuming, ineffective, and costly. A lack of a Single-view of the Customer and an absence of real-time, personalized communication were resulting in a lack of relevance and coordination across all channels as well as increasing costs.



APPROACH & SOLUTION

Comsense MarTech professionals developed a closed-loop integrated marketing campaign strategy and workflow management that automated and triggered campaigns aligned to customer preferences and business requirements. The team also:

- **Built** targeted campaigns of specific customer segments to boost existing debit card holders to also use bank credit cards
- **Created** campaigns to guide and simplify processes such as card activation, pin generation, etc.
- **Leveraged** next best action and real-time personalization to enable:
 - Coordination and execution of personalized campaigns across multiple channels
 - Dynamic and contextually-based offers and to target the right audience based on interest and past behavior
- **Facilitated** bi-directional exchange of customer data such as behavioral insights across multiple disparate technologies through UBX



BUSINESS IMPACT

- Increased response ratio by more than 50% by the third month of engagement
- Increased campaign response rates from 6% to 21%
- Increased sales conversion ratio by 18% from 8%
- Reduced cost of engagement and provided consistent brand image
- Differentiated brand image and experience to more than 3.15 Million customers

Technology / Tools:

Digital Analytics, UBX, Web Analytics, Watson Campaign Automation, Adobe Creative Suite



CASE STUDY 2

**LEADING INSURANCE
GIANT IN ASIA WITH
MILLIONS OF CUSTOMERS
ACHIEVES 65% INCREASE
IN RENEWALS**



BUSINESS CHALLENGE

The client had invested in a Marketing Automation platform & many other **disparate marketing systems**. The teams were running ad hoc marketing campaigns. Lack of automation and **disconnected multiple channels** resulted in lack of **Single View of the Customer**. Analytics teams were not getting insights and retention/renewals of existing customers was at stake.



APPROACH & SOLUTION

- Consense team built a Single View of Customer by **converging all of customer data** lying in disparate marketing systems.
- All of customer data was then tied to the marketing automation system. With SVOC in place, the client could **immediately segment its audiences and pin-pointedly reach out to audiences**.
- **AI-driven communication** ensured well-timed relevant offers over preferred channels that gave a big boost to customer engagement and retention.



BUSINESS IMPACT

- 65% increase in renewals
- 21% improvement in email open rates for renewals campaigns
- Sales cycles shortened by 75%
- Significant time & cost reduction while doubling the speed of marketing campaign execution
- Streamlined workflows and targeted personalized messaging

Technology / Tools: | WCA, Datasense, UBX, Power BI

CASE STUDY 3

**ONE OF THE LEADING
INSURANCE COMPANIES
IN PHILIPPINES, **AUTOMATES
ONBOARDING AND
ACHIEVES 35% INCREASE
IN RENEWALS THROUGH
CAMPAIGN AUTOMATION****



BUSINESS CHALLENGE

Human dependency and intervention made **customer onboarding process** time-consuming, expensive and prone to errors. In addition, owing to **lack of focus on renewals**, the client was **losing out customers to competitors**.



APPROACH & SOLUTION

Comsense's MarTech professionals **redesigned the customer journeys** and automated the entire On boarding process. This eliminated human intervention once for all and **ensured completeness of application** while delivering a **smooth experience** to customers.

A **significant fillip to renewals** was observed when call centre system was connected with marketing automation system. This drove **personalized communication**, at the right time, over customer's preferred channels.



BUSINESS IMPACT

- 35% Increase in Policy Renewals
- 80% increase in email open rates for renewals campaigns
- Onboarding Automation replaced operations & administrative support reducing significant costs, time & errors
- Cost optimisation and maximised returns

Technology / Tools: | Watson Campaign Automation, Power BI, DataSense



CASE STUDY 4

**ONE OF THE WORLD'S LARGEST
INSURANCE COMPANIES
DRIVES 37% RENEWAL RATE
BY DEPLOYING CAMPAIGN
AUTOMATION TO SERVE
MILLIONS OF THEIR
CUSTOMERS**



BUSINESS CHALLENGE

The client was using sophisticated marketing tools to reach out to audiences but given the sheer scale, they lacked in **automation and personalisation** in terms of sending offers that resonated with the needs of the audiences. This **lack of clarity** was leading to **losing out on potential customers** as well as nurturing loyalty base.



APPROACH & SOLUTION

Comsense team deployed an elaborate **multi-level campaign automation** program that enabled the Client to reach out to their audiences based on the exhibited **digital behaviours**.

This also covered capturing behaviours on a third-party digital sales platform. With the new tool, the client could quickly design and **automate consistent cross-channel experiences** and engage both - prospects & customers.



BUSINESS IMPACT

- 55% increase in prospect call-ins
- 39% response rate, 23% uptake & 37% renewal rate
- 12% rise in up-sell to core insurance & investments offerings
- 2X speed of marketing campaign roll-out
- Decreased churn/attrition

Technology / Tools:

WCA, UBX, Watson APIs, Google Analytics, Adobe Creative Suite



TESTIMONIALS

“

This group rocks! When I was willing to go for minimum viable project, they pushed for something better. In the end, their idea was really better because it completed the loop and it helped us generate the desired results

Amelita Tamayo,
Marketing Adviser, Standard Insurance, Phillipines

“

They are the best when it comes to Marketing Automation services. They are Professional, Knowledgeable and highly creative bunch of marketing technologists who have helped us build and execute great campaigns that has got our company many qualified leads that converted!

Sanjay Jalagam
MD, Element Blue, Dubai

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There is an excellent team of results-driven data scientists who not only understand client needs but are also very proactive. Across all the touchpoints the quality has been of very high standards. They are the first firm I call for any data science related projects

Amit Goel,
CIO, Metropolis Healthcare, India

“

The caliber of the representatives that we've had conversations with has been excellent

Uzair Faruqi
Head of Analytics, mjunction (World's largest e-market for steel & chemicals), India

“

The amount of industry knowledge and expertise in required technologies for such a young company was impressive

Cururaja Murthy,
IT Director Swissotel, Japan

Let's Think
together

comsense[®]
Bridging Technology & Business



Throw Us A Challenge

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