



## **AI-POWERED CAMPAIGN AUTOMATION SUCCESS STORIES**

**LEARN HOW COMSENSE CUSTOMERS ARE  
LEVERAGING AI-POWERED CAMPAIGN 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

**CASE STUDY 5**

**ONE OF INDIA'S FIRST FULLY-AUTOMATED DIAGNOSTIC LABORATORY LEVERAGES WCA TO **DELIVER AN OMNI-CHANNEL EXPERIENCE** AND EXPERIENCES 40% INCREASE IN CUSTOMER RESPONSES**



## BUSINESS CHALLENGE

The client was keen to improve engagement with its prospects and customers but a **lack of clarity hampered the delivery of relevant communication/offers** (such as next health checkup / tests to be undertaken). Additionally, the marketing was siloed and outsourced to third-party vendors. As a result, the client was not in control of the customer data making it impossible to undertake informed decision-making.



## APPROACH & SOLUTION

Comsense MarTech professionals implemented Watson Campaign Automation to **generate and nurture leads across multiple channels** covering the website, e-mail, SMS, mobile push, and social media. Campaign maps were created and sophisticated work-flow execution was built, which led to:

- **Integrated omni-channel marketing** where the client was in complete control of customer data
- **Personalized multi-level healthcare campaigns** to targeted audiences from a single tool
- **Up-sell/Cross-sell campaigns** that auto-triggered based on behavioral and preferential customer data
- **Progressive profiling of customers** to enable deeper insights
- **Activating all five channels** to provide a seamless, omni-channel experience
- **Setting up a complete customer journey** through automated programs from pre to post service and engagement



## BUSINESS IMPACT

- Increased response ratio by more than 40% by the fourth month of engagement
- Increased the number of campaigns launched from 5-6 per week
- Analyzed customer patterns to provide dynamic offer generation to customers
- Singular view of the customer to understand interests, influence, and channel preferences

### Technology / Tools:

IBM Watson Campaign Automation, Google Postmaster, Google Analytics, Mgage

**CASE STUDY 6**

**ONE OF MEXICO'S LARGEST  
DRUGSTORE CHAIN  
(1700+ STORES) ACHIEVES  
30% INCREASE IN  
CONVERSION RATE**



## BUSINESS CHALLENGE

The client was struggling with customer engagement owing to **siload marketing systems and adhoc campaigns**. The customer data was spread out within the organization as well as across third-party marketing vendors. The client was spending more on marketing campaigns that didn't give any **quantifiable returns**.



## APPROACH & SOLUTION

Comsense's MarTech professional's implemented Datasense - a proprietary **customer data platform**, to ensure that marketers get access to customer data before the campaigns were executed. Datasense was then integrated with the Watson Campaign Automation that enabled:

- Omni-channel (**Mobile app+ SMS + Email + Website + Social**) engagement
- Delivering timely messages - using send time optimisation
- **Complete control over the customer data**
- Enhanced customer experience



## BUSINESS IMPACT

- 30% increase in conversion rate
- Channel Optimization reduce the cost of the marketing interactions
- 42% rise in response rate due to effective segmentation and targeting
- Dynamic and multi-lingual campaigns saw a 65% rise in open rates

**Technology / Tools:** | WCA, Datasense, Google Analytics

**CASE STUDY 7**

**ONE OF INDIA'S LARGEST  
PUBLICATION HOUSES WITH  
A CIRCULATION OF 1.2MN+  
GOES OMNI-CHANNEL WITH  
WATSON CAMPAIGN  
AUTOMATION**



## BUSINESS CHALLENGE

The client, a large publication house, was facing stiff competition, resulting in **declining readership and stagnant subscriptions**. It was becoming difficult to acquire new readers as well as provide existing readers with up-to-date news. Siloed marketing efforts led to further problems as there was no clarity on the preferences, behaviors, locations, or channels used by readers.



## APPROACH & SOLUTION

Comsense MarTech professionals devised a fully integrated marketing strategy and implemented Watson Campaign Automation to redefine the experience for readers. **WCA enabled teams to gather behavioral and geographical-related data** to send targeted and preference-based news to readers. This was also coupled with:

- **Tracking of total visits** (new and returning) by site, top views by page and visits by source e.g. direct, Google, country, etc.
- **Double opt-in form** embedded on the website to acquire new valid readers
- **Send-time optimization** to boost open rates
- **Geo-fencing** to provide the required location inputs to deliver location-based news
- **Active** social media engagement



## BUSINESS IMPACT

- Drastic increase in subscriptions and new readers
- Increased response ratio of more than 50% by the third month of engagement
- Proactive news and up-to-the second updates helped built loyalty and advocacy
- Asserting market dominance and perception as one of the most trusted news sources
- Omni-channel experience for readers and single view of reader for the client

### Technology / Tools:

IBM Watson Campaign Automation,  
MS SharePoint CMS, Adobe Creative Suite

**CASE STUDY 8**

**A LARGE PUBLICLY LISTED  
INDIAN NEWS MEDIA  
COMPANY WITH 190MN+  
VIEWERSHIP DEEPENS  
VIEWER ENGAGEMENT**

MARKET  
BUSINESS  
TASKS  
DIGITAL  
IN CREA  
FRAS

DECISION  
TRAINED  
CAREER  
PROSPECTS

Expert  
advice





## BUSINESS CHALLENGE

Across its various news networks and services, the **client maintains a large viewership**. While great for ratings, this success made it difficult for the firm to gain clear insight into the **millions of people** that tuned in to its various broadcasts. **Lacking visibility into the demographics** of its viewers, the company had been sending blanket emails to all of its subscribers, but the broadcaster could not even determine which viewers were actually opening or reading these communications.

Hoping to build greater engagement, the Client wanted to reach out to its viewer base with **personalized marketing messages**, but the firm lacked the tools necessary to effectively **track viewer behavior** and craft these targeted communications.



## APPROACH & SOLUTION

- Deployed an **omni-channel engagement** platform for the viewers to simplify communication between broadcaster & viewers
- Created a **single profile of each viewer** by pulling customer data from multiple marketing systems with UBX
- Captured and organise viewer data to develop targeted marketing based on specific demographics and subscribers
- Viewer polling based on **captured preferences to deepen customer engagement**
- Two-way text messaging platform that allows viewers to easily communicate with the broadcaster in real-time



## BUSINESS IMPACT

- In <30 days to fully deployed omni-channel solution
- Single profile of each viewer providing greater visibility into viewer behaviour
- Real-time engagement with viewers
- Streamlined communication between viewers and broadcasters
- Context- and time-sensitive information at the right moment to pique engagement and interest

**Technology / Tools:** | Watson APIs, UBX,  
| Watson Campaign Automation

**CASE STUDY 9**

**ONE OF INDIA'S LEADING  
NEWS CHANNELS WITH  
A VIEWERSHIP OF 238MN+  
DEPLOYS MARKETING  
AUTOMATION AND  
INCREASES VIEWERSHIP  
BY 18%**

**BREAK**



## BUSINESS CHALLENGE

The client was using traditional & disparate marketing tools. There was **no connect between the viewers and the client**. The client was failing to respond to the growing needs of viewer communication. The viewership too was dwindling.



## APPROACH & SOLUTION

Comsense's MarTech professionals deployed an **integrated marketing automation platform** that helped the client to capture viewer behaviour.

Targeted campaigns through Omni-Channel Marketing widened the reach and resulted in better understanding of interests. This enabled the client to:

- Develop and deliver content that matched interests
- Establish a **two-way communication with viewers** over mobile channel



## BUSINESS IMPACT

- Campaign response ratio was up by 75% in less than 3 months
- 18% Increase in viewership
- Recognising customer needs in advance & delivering timely and relevant content that matches interests

**Technology / Tools:** | WCA, Datasense, UBX



# 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

“

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 Swisotel, Japan

Let's Think  
together

**comsense**<sup>®</sup>  
Bridging Technology & Business



**Throw Us A Challenge**

**+1 (239) 666 - 4482**

EMAIL : [connect@comsenseconsulting.com](mailto:connect@comsenseconsulting.com) | WEBSITE : [comsenseconsulting.com](http://comsenseconsulting.com)

---

USA | GERMANY | SOUTH AFRICA | INDIA | SINGAPORE