Achieving True
Customer 360 in Insurance

For insurance companies, achieving a "360-degree view" of the customer journey (Customer 360) is one of the most important requirements for ensuring excellent customer service, creating precision marketing campaigns that lead to upsell/cross-sell, calculating risk thoroughly and accurately, and meeting regulatory requirements. As insuretech companies enter the competitive field, those goals are even more important.

True Customer 360 requires insight into the past, present, and future of every customer journey, with immediate recall and up-to-the-second accuracy at both policyholder and aggregate levels. A Customer 360 approach brings the following:

- **Real-time views for better customer engagement** Whatever channel is involved (call, chat, email, social), giving reps access to complete, up-to-the-second data contributes to a delightful policyholder experience and improves retention. That requires immediate, continual access to data streaming into analytic applications from multiple sources.

- **More data-driven insights for more targeted marketing** Understanding customer behavior to inform precision marketing campaigns, or even creation of new products, is based on a recognition of

patterns across huge amounts of internal and external data–and the more history you can analyze (years not months), the better the results.

- **More accurate risk modeling** A proper assessment of risk across your portfolio, including risk of fraud, requires a deep and detailed view of customer data. For example, only a 360-degree view will help detect customers who filed multiple claims for loss or theft on the same property.

- **On-demand data access for compliance** Insurers that don't know who their policyholders are, the policies and products associated with them, and other details are at risk of failing to meet accounting standards. In 2019, one company paid $200 million in fines due to its inability to locate and reimburse policyholders.

Unfortunately, legacy data warehouse platforms built on decades-old architectures can't support these goals because today's datasets are too big, complicated, and fragmented, leading to poor results, broken SLAs, and spiraling costs. Instead, investing in a modern approach to data warehousing helps insurers solve any data analytics problem, whatever their IT environment (i.e., in a data center, in clouds, and even at the network edge).

Personalized marketing cuts acquisition costs by as much as 50%, stimulates growth in revenues and customer satisfaction by 5% to 10%, and increases marketing returns by a factor of 5 to 10.

MCKINSEY & CO.

Yellowbrick Data Warehouse for Insurance Customer 360

Yellowbrick Data Warehouse is a modern, MPP analytic database for the most demanding insurance analytics applications, including Customer 360 on top of real-time and at-rest data. We continuously implement the latest advances in software and hardware in our unique adaptive cut-through architecture, combine these advances with smart thinking about storage formats, and add on top a standards-based interface for compatibility with any environment.

The result is a modern, quickly provisioned, and easy-to-use cloud data warehouse that blows the doors off rivals in price/performance economics, and that can be deployed in private data centers, public clouds, and edge networks.

Speed to burn
Tackle any workload, at any scale, with ease

Easy to buy and own
Fixed-rate subscriptions keep CFOs happy

Private by default
PII is kept safe via encryption & masking

De-risks cloud journeys
Keep your options open by avoiding lock-in

TOP 3
Global Insurance Company
Customer Case Study

One of the biggest insurance companies in the world selected Yellowbrick Data Warehouse as its data analytics platform, enabling complex, near-real time analytics on billions of rows of data, full data consistency, and 24/7 availability.

Hundreds of underwriters create policies more quickly and accurately for customers, contributing to a reduction in average turnaround time from 3.8 days to 10 minutes

Analytics can now be done at the customer (not just policy) level, ensuring compliance with accounting regulations

Portfolio profit/loss processing now completes in 2 hours versus several days, with costs subdivided into hundreds of different areas to drastically improve management accounting decisions

Learn more at **yellowbrick.com**