High Velocity Marketing

Objectives

- Transform the CMO organization's teams and tools to work in an integrated fashion by applying innovation and marketing automation to enhance operational efficiency, accuracy and customer experience
- Empower insurance distributors with digital tools to ensure personalized and seamless experience across various channels

Benefits / Outcomes

- 3 times improved operational efficiency & effectiveness
- 30% reduction in campaign execution cost & 50% improvement in time-to-market
- Knowledge Graphs: 18% lift in organic searches & higher SEO ranking
- 26% increase in traffic and 35% reduction in web to call center call volumes
- Marketing automation leads to 80% decrease in weekly process meetings and 40% time for innovation and improvement. 70% on-time product delivery
- Adaptive Marketing Analytics: 20% improvement in ad spend through advanced attribution and channel effectiveness
- Visibility across end-to-end marketing campaign executions for different regions
- Rapid creation and launch of omni-channel customer experiences and 38% higher sales conversion rate
- Propensity analysis and AI based recommendations to agents for targeted cross/up-sell opportunities
- Increased lead generation and conversion through cobrowsing, video conferencing tools and digitized quoting and binding platforms for agents

Description

Our solution enables marketing teams to create and launch targeted campaigns efficiently and empowers agents to connect digitally with leads and customers through the following:

- Content Creation:
  - Create and deliver digital assets for different channels from one platform
  - Connected platform for faster collaboration between marketers and developers
- Campaign Planning and Execution:
  - Create granular customer profiles using external marketing data sources and rule-based offers and email triggers
  - Orchestrate cross-channel experiences across web, mobile, email, and social
- Agent Digital Enablement:
  - Instant digital customer engagement using co-browsing, live chat, video conferencing and integrated quoting and binding platform

Scope

- Insurers looking to improve the cost, time-to-market, and outcomes of their digital marketing initiatives and provide digital capabilities to their agents

Activities

- Due diligence of the current marketing campaign execution process with focus on time-to-market, execution cost, lead generation and conversion, etc.
- Optimizing existing marketing team components to extract value
- Tailored solution design, plan and implementation
- Integrate with client's existing technology stack
- Implement machine learning models and automation
- Train client marketing teams on new capabilities, and real-time activations
- Rightshore delivery of marketing operations

Capgemini Accelerators

- 890 platform: Adaptive Marketing Analytics, Campaign Planning & Attribution tool
- Knowledge Graphs
- Marketing Automation and offer management
- Cookieless Framework
- Capgemini's Marketing Digitization Framework

Deliverables

- Integrated customer dashboards and prebuilt marketing attribution models, metrics and insights
- Localized agent microsite while ensuring brand consistency
- Cloud-based work management tool and digital asset management systems
- Data management accelerators and automation of operational reporting
- Scenario planner and dynamic campaign performance reports

High Velocity Marketing CONTD.

Targeted Buyers

- Chief Marketing Officer, Digital Marketing Head
- Chief Customer Officer or LoB Head

Qualifying Questions

- Do any of the existing systems provide you the prospect/customer data, ad-spend and KPIs view?
- Which Martech system provides the customer segmentation data?
- Do any of your systems do real-time activation, based on lookalike modelling?
- Have you applied AI or automation in a campaign execution?
- How much time do agents spend on personalizing content for customers?
- How many MarTech platforms do you use? Are you able to implement changes rapidly?
- How much time, money and effort is involved in executing marketing campaigns?
- How much time is spent on keeping digital channels up-to-date and consistent?
- What is your lead generation and conversion rate? How do you evaluate your leads?
- Are you able to measure and track effectiveness of social channels for different segments?
- Are you able to integrate third-party data with existing customer data?
- Do agents have digital tools (such as live chat, co-browsing, video call) to interact with leads/customers?
- How do agents communicate with underwriters and other insurer teams?

What to Listen For

- Campaign execution cost and time-to-market
- Customers/prospects data issues
- Silo systems, data and teams
- Customer/prospect experience delivery
- Fragmented intake processes
- Systems that do not talk to each other to provide customer service
- No central preference center where the customers preference can be managed
- Manual scrubbing of lists, Manual cleansing and data appends
- When someone is connected via a channel, not knowing life cycle stage of the customer journey
- Absence of centralized campaign and digital assets management platform
- Too many MarTech platforms leading to inefficiency and inconsistency
- Long time and high effort in ensuring brand consistency across channels
- Lack of streamlined processes and low automation for operational tasks
- Too many back and forth between marketers and developers
- Unavailability of real-time customer feedback to optimize campaigns
- No/low personalization in prospect/customer interactions
- Low lead conversion on online channels
- Low conversion of cross/up-sell offers
- Agents relying on in-person visits/phone calls for interacting with customers

High Velocity Marketing CONTD.

Opportunity Scoping Questions

- What are your pain points during campaign journey?
- Do you have customer 360?
- Are you already implementing any Marketing automation solutions?
- How many activation channels currently in use?
- What third party data is currently in use?
- Is there a governance model in place to track effectiveness of campaigns?
- Is there a collaboration platform for marketers and developers?
- What is the level of consistency in branding across intermediaries?
- What is the level of personalization in content across channels and offers?
- Does the content change, based on context, region or customer profile?
- Are marketing platforms across different LoB's standard or customized?
- Are there mechanisms to measure and track effectiveness of different channels?

Prerequisites from the Client

- Identification of Business Lead, IT Lead & Product Owner to validate and define the scope during discovery phase (must secure time & resource commitment)
- Ability to access client's systems architecture, tech stack etc.
- List of data sources, data elements etc.

Resources

- Capgemini: Solution Architect, Marketing Specialist, Data Scientist, Data Architect, Marketing & Campaign SME
- Client: Product owner, Project Manager, Marketer/SME, Enterprise Architect, System SMEs

Client Proof Points

- Marketing automation implemented for Financial and Insurance industry clients across the globe
- CDP implementation across industries
- Creation of a unified customer experience through standard tools and streamlined processes for a large multi-line insurer
- Campaign Management Solution supported by predictive analytics for one of the largest Swedish insurers
- Renewal rate improvement using predictive modelling and advanced analytics to achieve personalized campaigns

Sales and Solution Support Contacts

- Ramana Bhandaru
- Satish Weber
- Kiran Boosam
- Gunjan Aggarwal (I&D)
- Ganesh Prabhu (I&D)
- Sumit Uppal (Adobe/DCX)
- Srishti Sachan
- Hemant Chandrika (Adobe Alliance)

Solution Partners/Alliances:

- Adobe
- Tealium
- Arm Treasure Data
- 890 Platform
- Yext
- Salesforce
- Pega
- Invoca
- Seismic
- AWS
- GCP
- Workfront
- Winnow

Approximate Cost

- This is a modular offering, so cost depends on client context