Reltio Connected Customer 360 for Insurance
Organize Data for More Effective Sales Management
Traditional insurance companies face competition from a new generation of digital native carriers that compete on personalization and customer experience. Many new entrants are native to the digital era and offer data-driven insurance plans from the ground up. New business models leverage usage data and customer behavior to build products that are highly personalized. Given this transformation, insurance companies must leverage data to deliver improved service and product offerings, and move from a policy-centric to a customer-centric business model. Reltio Connected Customer 360 empowers insurance companies to create Connected Customer 360 profiles by integrating data from internal and external sources. These rich profiles provide customer insights they never had before. Using this information, you can tailor products, target policy holders and prospects, and improve retention.

Reltio Connected Customer 360 is a native cloud platform that continuously organizes enterprise data to provide reliable data with recommended actions and delivers data-driven applications, purpose-built to meet specific business users’ objectives. The Reltio platform not only provides a rapid path to digital transformation, and allows you to reduce costs while increasing customer service agent and broker productivity and satisfying today’s requirement to deliver an exceptional customer experience.

ORGANIZE ALL YOUR DATA

Insurance is a data-rich industry. Customer information, policy details, vehicle or property reports, geological surveys, credit ratings, police reports, and customer have the potential to dramatically improve your business...if you can integrate, manage, analyze and act on it. This data is both diverse in form and format, living in on-premises and cloud data stores, CRM and ERP applications, and external systems. Frequently, enterprises also subscribe to third-party data. Reltio Connected Customer 360 organizes all structured and unstructured enterprise data from any source to create a master record; a Connected Customer Profile.
**FEATURES**

**Strong MDM foundation.** Helps you blend master data and big data across all domains and formats from any internal, external, and third-party sources.

**Transactions and Interactions.** Onboard and connect multichannel engagement, claims, reimbursement, and social data.

**Data as a Service (DaaS).** Select the sources you want from pre-aligned third-party and public data sets.

**Hierarchies and Relationships.** Discover and manage hierarchy structures for organizations, payers, and products. Visually represent multiple affiliations and influencer relationships.

**Connected Graph Technology.** Identify and visualize relationships among people, products, locations, and marketing preferences, for example, opt-in or opt-out. Group individuals into households based on their relationships and profile attributes, and manage policies.

**Built-in Reference Data Management.** No need for special integrations. Reference data sets are automatically available to all master data profiles, across domains.

**Real-time Analytics.** Get insight-ready data policies, channels, and competitive products across regions with visualization in the context of each business user’s goal.

**Recommended Actions.** Take actions informed by AI and machine learning for continuous refinement and measurable outcomes.

**Collaboration.** Use social media-style interactions with attribute annotations and discussion threads.

**Ratings.** Rate and rank providers, hierarchies, and relationships based on the quality of the data or level of engagement.

**Tags.** Manually or automatically tag profiles and relationships for ad hoc relationship clustering.

**Workflow Management.** Use structured workflows to create tasks for business analysts, data stewards.

**Microservices & REST APIs.** Distribute data to downstream systems using REST APIs for data and metadata operations. Enhance existing or create new data-driven applications for claims, underwriting, policy management and regulatory compliance.
A SINGLE VIEW OF THE CUSTOMER ACROSS THE ENTERPRISE
Your entire organization can be on the same page with reliable customer data, policy information and recommended actions. With the Reltio Cloud, you can develop Connected Customer Profiles relationships and deliver superior customer service to relevant stakeholders such as insurance agents and influencers.

UNCOVER RELATIONSHIPS
Reltio Connected Graph technology identifies relationships in the insurance ecosystem between members, households, products, plans, accounts, and locations for deeper customer understanding. Graph technology combined with analytics helps better understand households or build custom hierarchies and measure product penetration in enterprise customer accounts.

RECOMMEND ACTIONS
Once the data is organized, marketing, e-commerce, and support teams can get visibility into customer preferences, behaviors, product interests, and channel choice. They can understand customer needs and can provide a personalized experience based on the complete information. Reltio enables insights like churn propensity, lifetime-value, and abandonment rates to relevant teams in the context of their job and objectives. AI machine learning and predictive analytics can make intelligent recommendations for claims management and fraud detection, underwriting and policy management, marketing and customer experience, and regulatory compliance such as GDPR and to send relevant and compliant information to customers and find up-sell and cross-sell opportunities or offer complementary services such as home security sensors.
MEASURE AND IMPROVE
Data-driven insurance enterprises go beyond insight to correlate and measure recommended actions with actual outcomes through a closed-loop cycle for continuous improvement. As insights on customer behavior get refined and rich, engagement becomes more personalized, and analysis of data that improves recommendations through this self-learning cycle is automated.

AUTOMATED COMPLIANCE
With so many data touch points in insurance, you need comprehensive auditing and tracking features to guarantee compliance. Reltio provides a historical trail for any data merged or updated. Reltio’s fine-grained clickstream analysis provides alerts on abnormal data viewing patterns by application users for possible information breach or theft. The analysis can also be used for compliance and efficiency training on how to best use the application and the data.

START FAST, MOVE FASTER
You can rapidly deploy a Reltio data-driven application specific to your company’s challenges and domain focus in weeks. Reltio’s data service partnerships with third-party providers such as Dun and Bradstreet, offer you reliable, relevant and high-quality insurance data that is unmatched by the industry.

ABOUT RELTIO
Innovative Global 2000 companies trust Reltio to manage their mission-critical data to win in the experience economy. Reltio Connected Customer 360 is at the heart of customer experience to drive hyper-personalization, accelerate real-time operations, and simplify compliance with customer consent and privacy laws. It’s an award-winning cloud-native platform that enables business agility, real-time operations at enterprise scale, and insight-ready data for big ideas.

Let's Talk
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reltio.com/demo