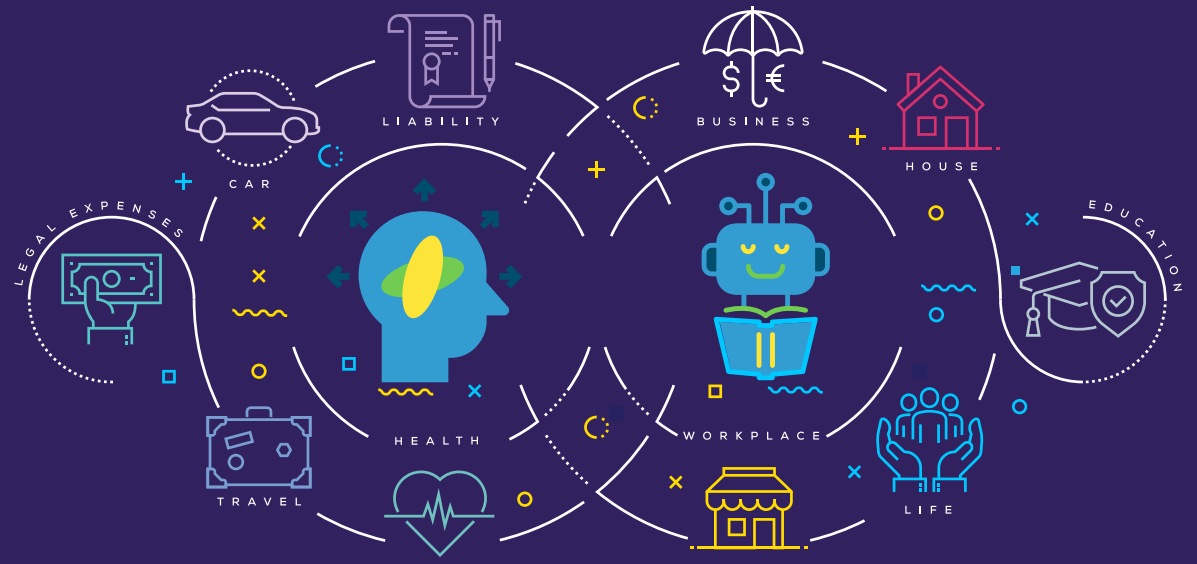


Transforming Insurance with Cognitive Analytics and Machine Learning



Delivering world-class customer experience isn't just the smart move – it could be your only move!

According to a recent IBM research,

Only **42%**

Customers surveyed can count on their insurer to provide good service.¹

Nearly **50%**

Respondents surveyed quit insurers that were too slow to react to their changing needs.²

To stay competitive, you need actionable insights and the right tools to help:



Enhance customer loyalty and encourage growth



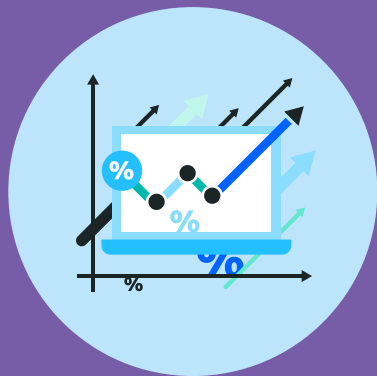
Deliver compelling customer experiences

IBM Insurance Solution for Microsoft Dynamics CRM

Experience a cognitive-driven customer acquisition and engagement platform designed to:



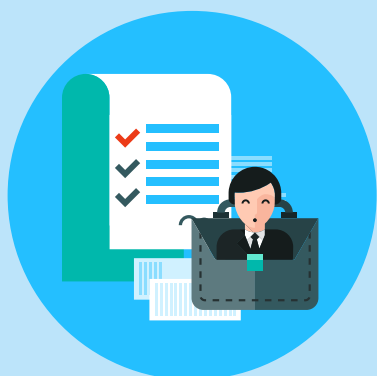
Provide **360-degree view** of policyholders for **effective omni-channel sales management and customer service**



Help **optimize operational efficiency** with prebuilt **insurance analytical models and automated workflows**



Help build **robust, effective sales campaigns**, which can achieve smart selling and high conversion rates



Provide **industry-specific reports and dashboards** which can empower insurance agents and sales and marketing personnel



Leverage **advanced analytics** to help boost **cross-sell, upsell, retention campaigns** and create more **personalized offers** for customers



Offer **cognitive capabilities powered by Watson** for deeper customer insights and self-learning virtual agents

1. IBM Institute for Business Value. "Capturing hearts, minds and market share: How connected insurers are improving customer retention."
2. Ibid.

