

How can insurers boost customer retention?



Standard Life

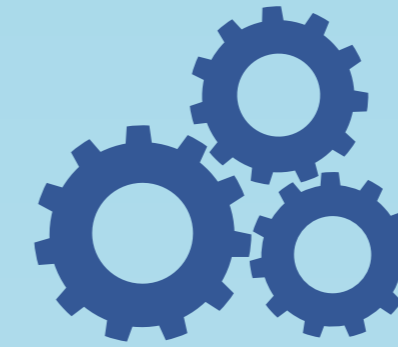
is a UK-based investment company with more than 4.5 million customers in 46 countries



Wanted to identify and reach out to customers considering switching to other providers



Created an integrated marketing process to gain deeper insight into individual customer preferences



Uses analytics to determine customers most likely to switch their funds, and the next-best actions to improve satisfaction



Delivers timely offers to nurture loyalty and drive retention

