EXL

Solution sheet

EXL™ Customer 360 Insights

Delivering tailored customer journeys with AI and machine learning

EXL™ Customer 360 Insights uses AI and machine learning to help clients use data to holistically understand their customers.

Delivering tailored customer journeys with AI and machine learning

Consumers today demand personalized customer experiences based on their needs, preferences, and past interactions. Meeting this need requires monitoring and analyzing data in real time to generate actionable insights. That takes collecting data from multiple touchpoints, designing triggers for next best actions based on customer journeys, and designing tailored product offerings.

EXL™ Customer 360 Insights uses AI and machine learning to help clients use data to holistically understand their customers. By integrating customer data, profiles,

and prebuilt analytics modules created using our deep domain expertise, this solution helps companies use analytics to make better decisions at every step of the customer's journey.

EXL™ Customer 360 Insights can be easily deployed within your existing cloud environment. The solution currently includes pre-built customer analytics use cases for both Property & Casualty and Life & Annuities insurance organizations. Additional use cases for various industries are in development.

Value to you

Speed to market:

See value quickly with pre-built modules and analytics use cases for Property & Casualty and Life & Annuities insurers.

Improved outcomes:

Deliver better outcomes with highly accurate "next best actions" and optimal customer touchpoints, driven by an industry catalogues of critical data attributes and a sophisticated AI-powered scoring engine.

Highly flexible:

Choose from a set of modular capabilities that can be customized to your business needs.

Results

Using EXL™ Customer 360 Insights, insurers can easily achieve the following outcomes and improve market share and penetration

20%+ MROI
due to targeted campaigns

8-10%
advisor growth

5-10%
improvement in NPS scores

100-200 bps
incremental revenue due to cross-sell and upsell

To learn more about this solution,
contact EXL at customer360.insights@exlservice.com

Key solution features

Data integration

Ingests and enriches data from multiple sources, on a secure Cloud or on-premise environment. Integrates external and internal data flows in a cloud repository that enables real-time insights easily integrated into applications using cloud architecture.

- Provides a comprehensive view of the customer by breaking siloes to bring together structured and unstructured customer data on demographics, life events, behaviours, social media, and apps.
- Creates insights based on data catalogue of over 500 internal customer data points, 2,000 keywords, and 6,000 external attributes
- Enrich customer profiles by providing relevant context for consumer behaviours
- Identify gaps and friction points in customer journeys
- Reduces turnaround time by 30%

Single customer view

- Harmonizes data across multiple platforms using ML and natural language processing (NLP) for identity resolution, record matching, deduplication, and merge-purge to provide a single customer golden record
- Generates a single source of truth that can be tracked, monitored, and enriched over time
- Provides quick results using predefined rules to improve merge rate by 20%
- Reduces feature engineering time by 50%

Insights and outcomes

Advanced analytics enablement serve as an insight-generating engine leveraging pre-built, self-learning, AI-powered models to generate a variety of customer and agent scores including cross-sell, up-sell, propensity to lapse, propensity to sell, and next best actions. Analytics-based insights enable carriers to design targeted marketing campaigns and better influence customers.

- Prebuilt modules accelerate the process of preparing data for modelling and reduces development time by 60%
- Automated model training, validation, and selection saves time and speeds up insight generation
- Identifies the right touchpoints to enhance customer engagement and nurture relationships
- Improves agent performance using data to suggest next best actions
- Optimizes finance and operations outcomes

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EXL (NASDAQ: EXLS) is a global analytics and
digital solutions company that partners with clients
to improve business outcomes and unlock growth.
Bringing together deep domain expertise with robust
data, powerful analytics, cloud, and AI, we create agile,
scalable solutions and execute complex operations for
the world's leading corporations in industries including
insurance, healthcare, banking and financial services,
media, and retail, among others. Focused on driving
faster decision-making and transforming operating
models, EXL was founded on the core values of
innovation, collaboration, excellence, integrity and
respect. Headquartered in New York, our team is over
39,000 strong, with more than 50 offices spanning six
continents.

For more information, visit exlservice.com