

AXA Gulf Uses CRM to Increase CONVERSION and RENEWAL RATES



AXA Employee Benefits Partner of the Year



40%↓

Customer onboarding time reduced



Online conversion rates increased from

6% to 26%↑



+5% Renewal rates

'Win-back' marketing campaign conversion rate increased from

38% to 52%↑



Employee experience and cross-functional processes improved significantly

BUSINESS CHALLENGES

- ▶ Improving customer data and customer servicing
- ▶ Optimizing sales leads and marketing campaigns
- ▶ Streamlining internal processes
- ▶ Achieving a smooth, seamless experience for customers across channels



INSURANCE
1M+ CUSTOMERS



'Using **CRM as a part of our customer onboarding process** is truly a game-changer. It empowered us to **leverage the data** to offer a **smooth, intuitive client experience** starting from the very beginning of their journey. It also helped us to **improve onboarding experience**.'

Mohammad Al Qahtany, Senior Transformation Manager, Healthcare at AXA Gulf

SOLUTION

Single View of the Customer
(Retail, Corporate and Broker)

Marketing and Campaign Management

Contact Center

Complaints & Service Requests

Sales Management

VeriTouch