datakili
CUSTOMER INSIGHTS

MAIF

Use case

How did MAIF increase insurance policy conversions by 9%?

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The company
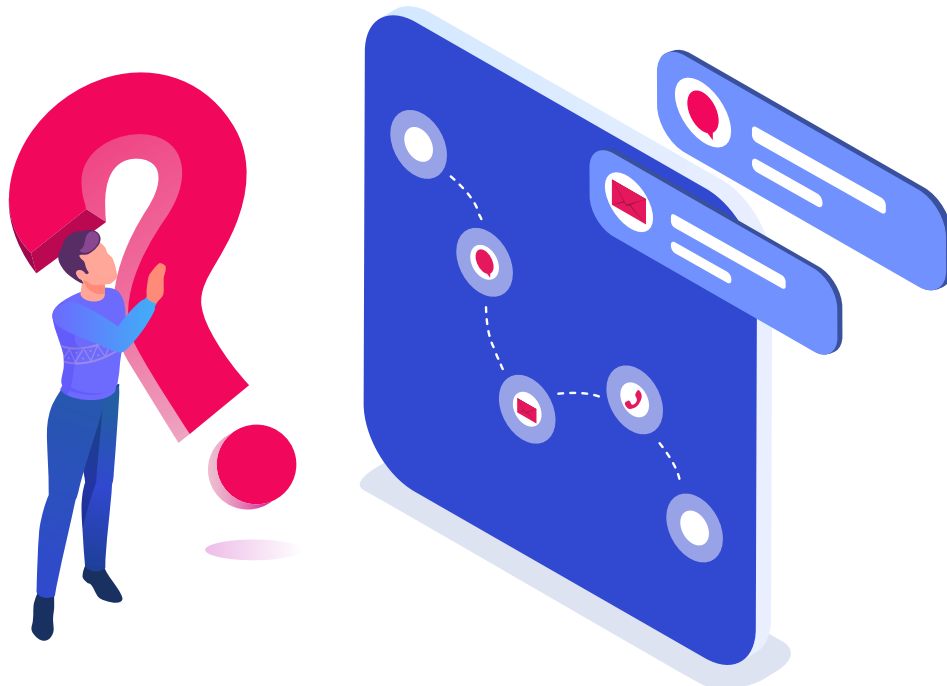
5th largest French insurance company
3.5 billion Euros of revenue
3 million policyholders

How can customer journeys be leveraged to:

- Improve customer experience
- Identify journeys that lead to the best conversion rates
- Detect pain points
- Establish a continuing improvement process

Challenge

MAIF was looking for a solution capable of studying their customer journeys to enhance their policyholders' **satisfaction**. For this purpose, the French insurance company needed to identify both all the moments of truth and the pain points. A particular focus was put on the following use case: "purchase of an insurance policy"

Solution

MAIF selected datakili to identify the key journeys to improve online purchases. They were able to discover many sources of significant savings and countless optimization possibilities.

Questions that MAIF wants to answer

What are the journeys taken by customers to purchase an insurance policy?
What is the influence of online quotations on purchases?

Web	Mobile	Agency	Call		
					Purchase
		Web	Quotation		
	Email	Quotation	Call		
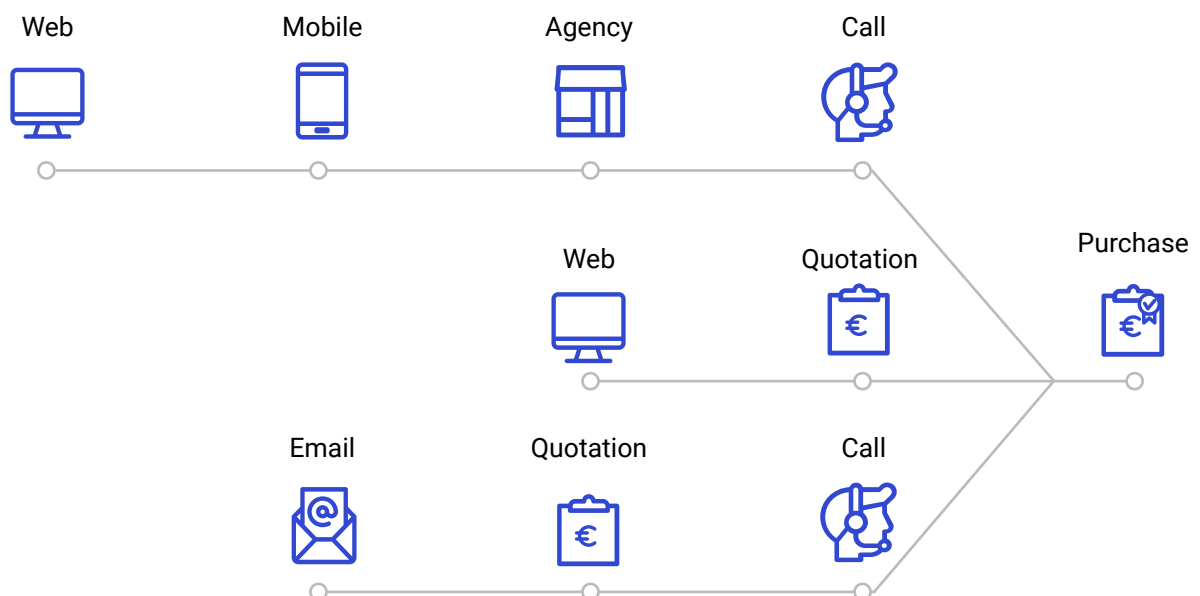
Set-up

With just a few clicks in datakili, MAIF identifies **25,995** exact journeys centered on online quotations, taken by **15,610** customers. datakili enables to immediately visualize all these customer journeys.
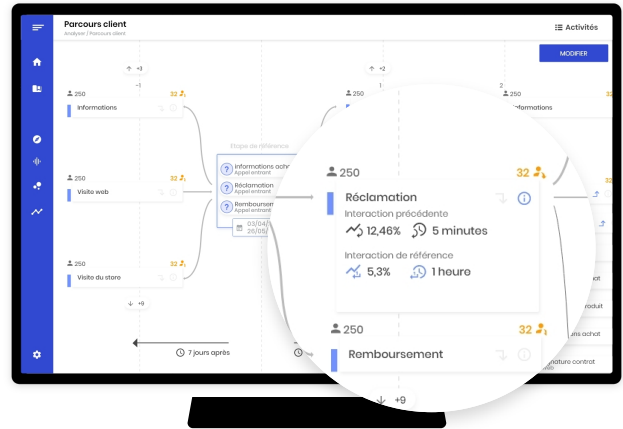
Findings

The **ideal journey** for MAIF
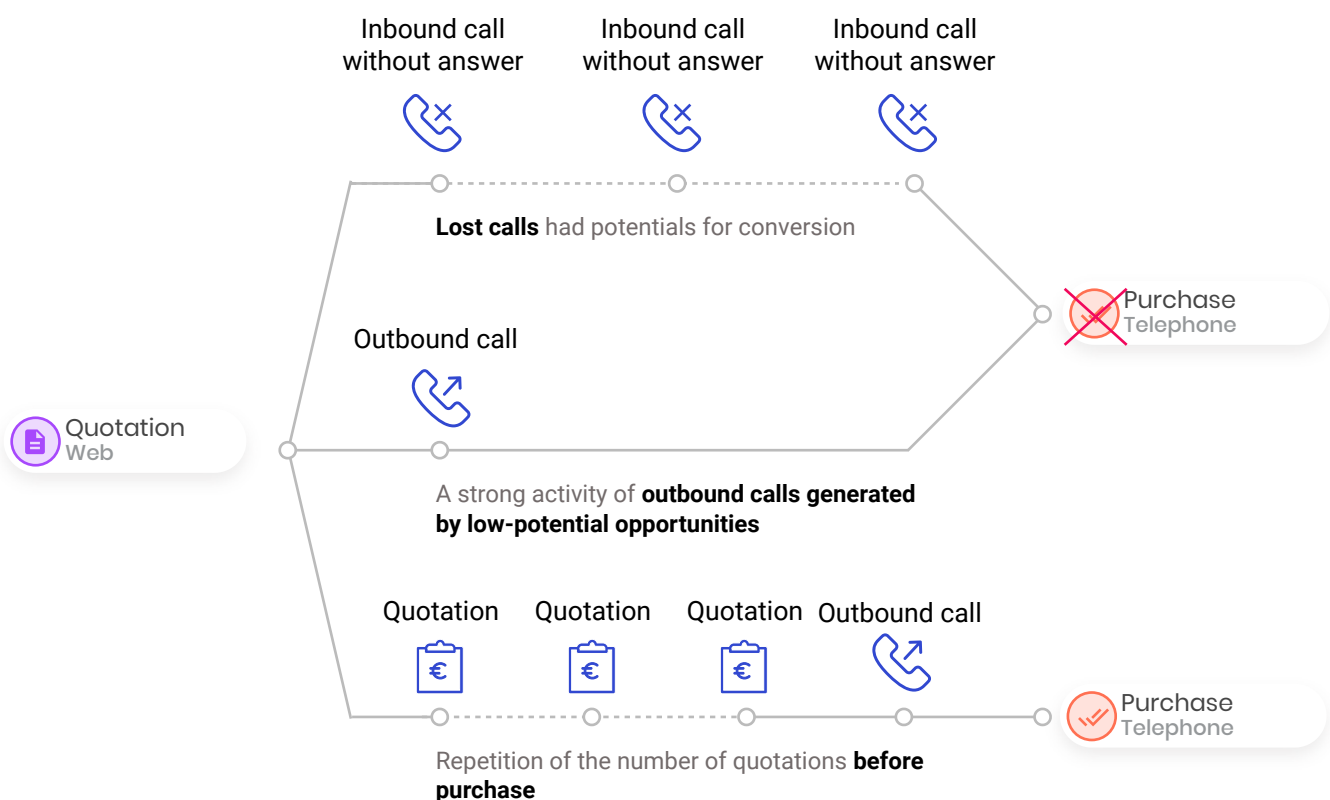
Quotation Web → Purchase Web
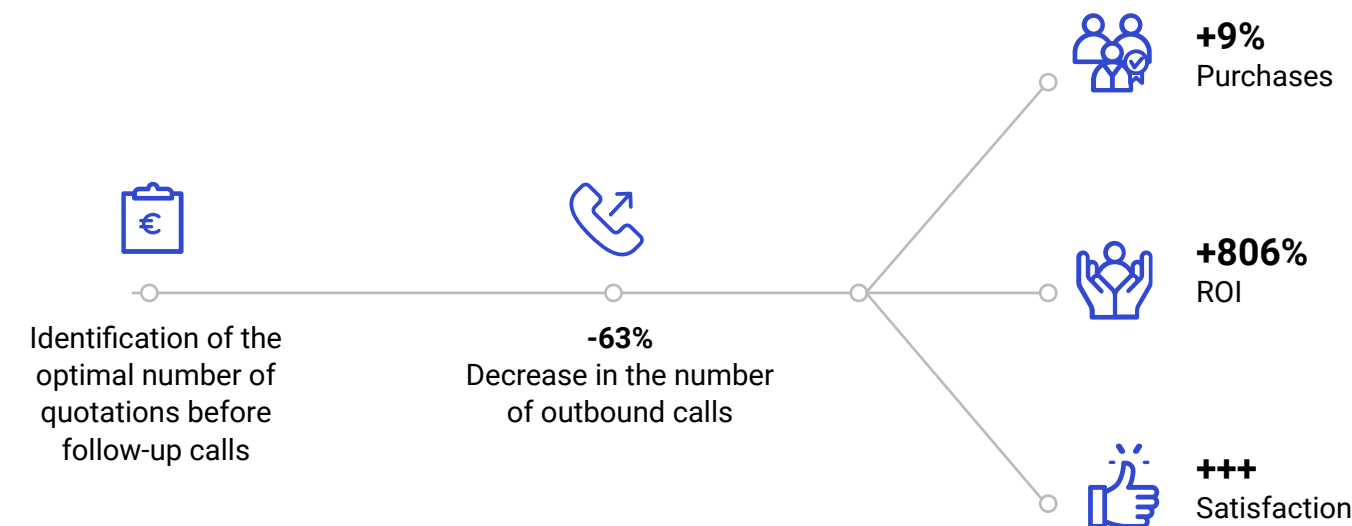
Reality

Quotation Web → Purchase Telephone

→ Most purchases originating from a website quotation are concluded on the phone and not online.

Identification of 3 primary journeys with a strong potential for improvement

Inbound call without answer — Inbound call without answer — Inbound call without answer

Lost calls had potentials for conversion

Purchase Telephone

Quotation Web

Outbound call

A strong activity of **outbound calls generated by low-potential opportunities**

Quotation   Quotation   Quotation   Outbound call

Purchase Telephone

Repetition of the number of quotations **before purchase**

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Optimization of resource allocation for the call center

Thanks to datakili®, MAIF noticed high conversion rates for journeys across which customers receive a follow-up call after doing multiple quotations, regardless of the source channel.

+9%
Purchases

+806%
ROI

+++
Satisfaction

Identification of the optimal number of quotations before follow-up calls

-63%
Decrease in the number of outbound calls

Results

datakili® enabled MAIF to fine-tune their prospection by highlighting the opportunities that are most likely to convert and by prioritizing contact with people who started the corresponding journeys.

This process helped significantly reduce the number of low added-value calls.

MAIF teams were therefore able to optimize resource allocation for their call center. The extra handling capacity directly improved the answering rates for inbound calls, leading to a remarkable rise in insurance purchases and customer satisfaction.

ROI
+806%

Satisfaction
+++

Purchases
+9%

datakili

Follow-up delay divided by

2

datakili® made possible the detection of the best prospection targets and the right timing for follow-up calls.

Decrease in the number of outbound calls

–63%

MAIF teams were therefore able to optimize resource allocation for their call center.

Rise in purchases

+9%

Extra handling capacity enabled to better answer inbound calls, leading to a remarkable rise in insurance purchases and customer satisfaction.

Silver medal 2018
multi-channel category

MAIF is running with datakili for the multi-channel category award. This event rewards the best Marketing solutions
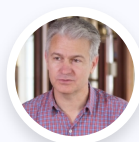
LA NUIT DES ROIS

Testimonials

> We use datakili on a daily basis to analyze our customer journeys. Its ease of use allows business experts to take possession of data.

Michel Tournié
Head of Digital, Big Data & IoT Projects

Watch video
https://youtu.be/guarqmETBYU

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About datakili®

datakili
CUSTOMER **INSIGHTS**

🚀 Startup launched in **2018**

👍 Culmination of **5 years of R&D**

💡 Response to **client request** for a customer journey solution

Unify both online & offline data.

Explore dynamically all the journeys.

Analyze & **target** effective and ineffective journeys.

Predict upcoming chains of actions thanks to AI.

Drive & **optimize** the omnichannel customer experience

📈 **Boost** sales and revenue

🤍 **Increase** customer loyalty

🙂 **Enhance** customer experience and satisfaction

🪙 **Maximize** savings and cut costs

They trust datakili

TotalEnergies   ENGIE   MAIF   COvea   GMF   CNP assurances   bouygues TELECOM   Club Med

oney   FRANFINANCE   Cofidis   LEROY MERLIN   Adeo   Mediametrie   comutitres

créé par **datakili**