datakili
CUSTOMER **INSIGHTS**

GMF

Use case

How does GMF measure and optimize its omnichannel purchase journeys?

The company
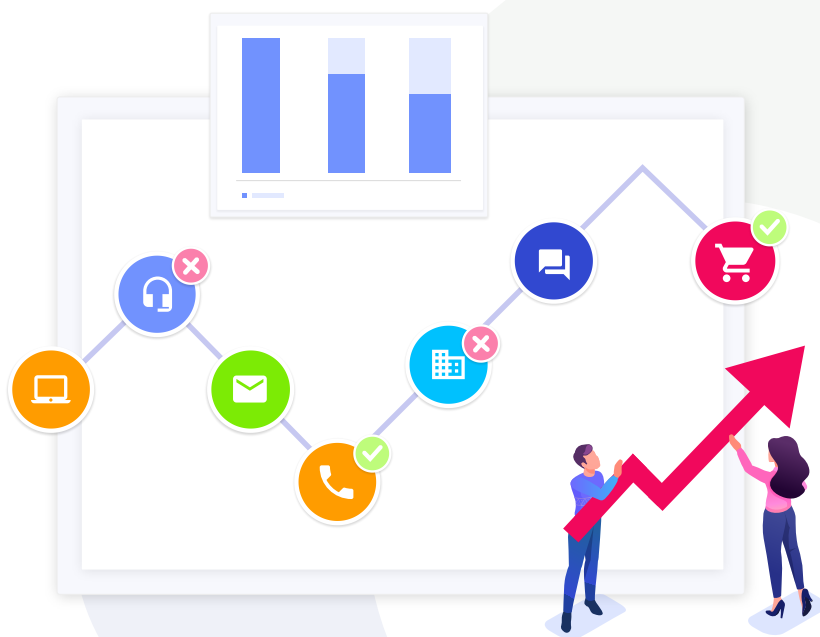
The leading insurer for public servants

in France

3.1 billions Euros of revenue

3.6 million clients

How can customer journeys be leveraged to:

- Break down data silos and get an omnichannel view
- Visualize journeys and their reality
- Identify and optimize key journeys
- Analyze business processes
- Improve the customer experience

Challenge

GMF was looking for a solution capable of assessing and optimizing its omnichannel purchase journeys. To do so, the insurance company focused on its commercial follow-up processes after prospects' requests for a quotation.

Solution

GMF selected datakili® to study the journeys of clients who first asked for a quotation across one of their numerous channels (agency, website, call-center, ...). The insurer has discovered new opportunities to boost the efficiency of their sales representatives' follow-ups.

Questions asked by GMF

- What are the key purchase journeys?
- What are the interaction channels and types that generate the most purchases?
- What is the share of clients who purchase by themselves after an online quotation?
- What are the journeys that can be enhanced to improve conversion rates?
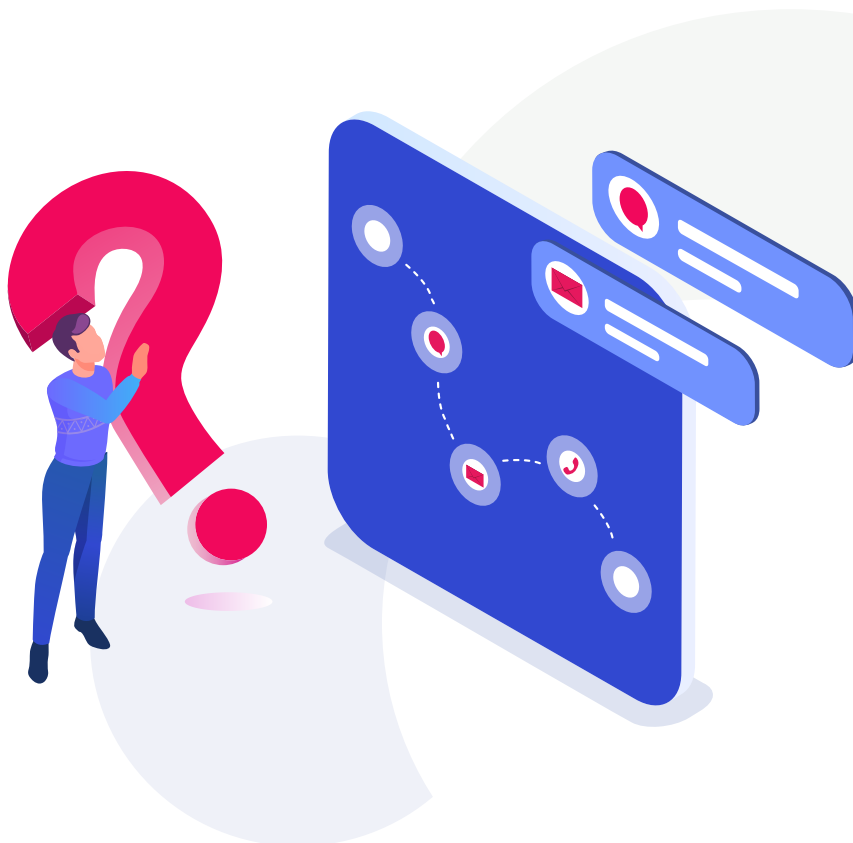
Set-up

With just a few clicks in datakili®, GMF immediately identifies all the exact journeys centered on the "quotation" interaction, taken **by more than 1 million clients.**
datakili also enables to visualize all these customer journeys.

Findings
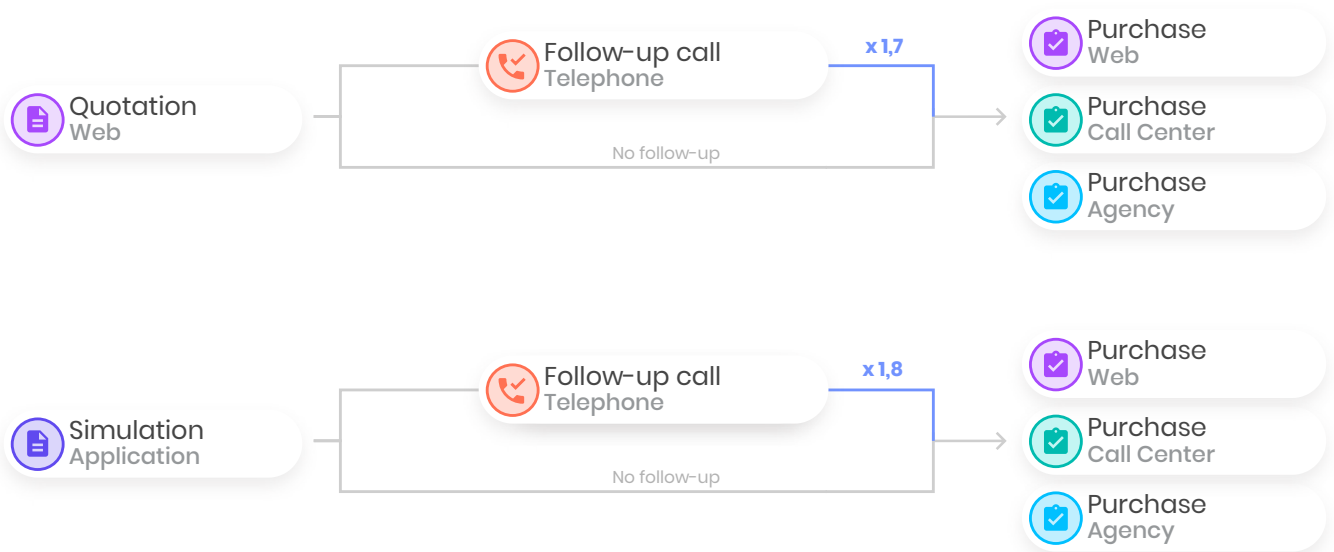
GMF has counted the number of quotations that have successfully been followed-up by their call-center, as planned in their internal process, and precisely compared and tracked the different conversion rates. They were able to measure that the conversion rate was almost twice as high as when no follow-up had been made.

The insurer was therefore able to assess the positive impact of follow-up calls on purchases but also estimate the number of lost opportunities.

GMF has sorted out and ranked the delays between quotations and follow-up calls, according to their efficiency, to figure out the level of responsiveness that best meets their customers' expectations.

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| Quotation Web | → | Inbound call Telephone
No follow-up | **x 3,3** → | Purchase Web
Purchase Call Center
Purchase Agency |

Finally, the insurance brand has noticed that part of the clients who call after a quotation, mention a "need for information" when they are taken in charge by the interactive vocal phone server. Those clients' calls are therefore put on hold, just like any other requests for information. Both a prioritization and redirection of phone calls made by these clients to a specialized unit, trained to convert these kinds of leads, stand as a serious opportunity to generate new up and cross selling revenue.

Results

Thanks to the results obtained with datakili, GMF was able to establish precise KPI's for each interaction, both for the brand or the clients, across the purchase journey.
This successful achievement is part of a continuous improvement approach which aims at refining the follow-ups' processes and delays, as well as enhancing the support for contacts who have already received a quotation.

For example, the brand plans to deploy a prioritization solution for incoming calls that are registered after an online quotation.

Thanks to the data control of the various purchase related touchpoints, the insurer can challenge the existing processes but also holds all the cards to make the right operational decisions.

Even better, GMF will now be able to monitor all their journeys within the solution, assess the impact of any changes, and adapt to any evolution in their clients' behavior.

Testimonials

"
datakili is the solution that we need to address our customer journey challenges.

"
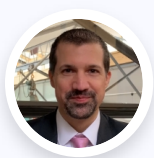
Florent CUETO
GMF
Head of Data

Watch video:

https://www.youtube.com/watch?v=rum-3I47rWs

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

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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
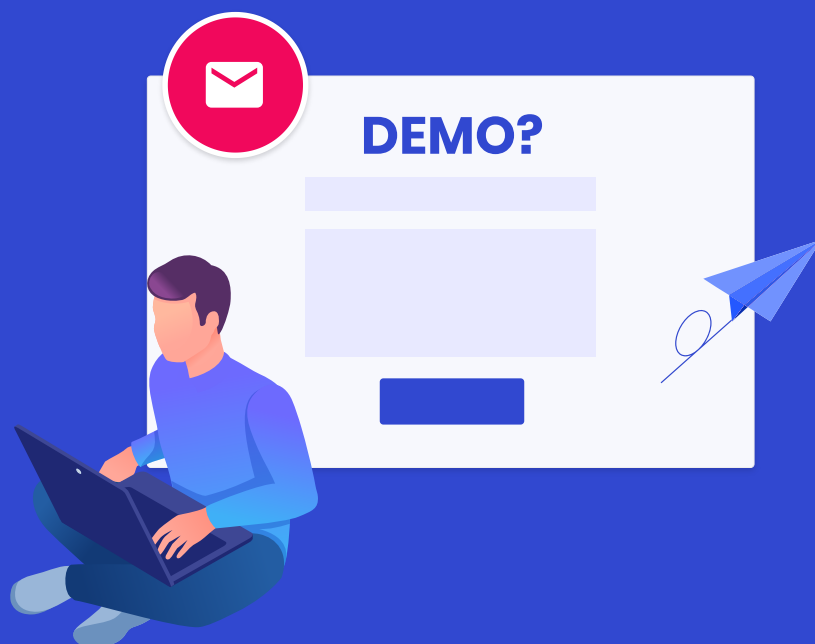

📈 **Boost** sales and revenue

🙂 **Enhance** customer experience and satisfaction

🤍 **Increase** customer loyalty

🪙 **Maximize** savings and cut costs

They trust datakili

TotalEnergies ENGIE MAIF COVéa GMF CNP assurances bouygues TELECOM Club Med

oney FRANFINANCE Cofidis LEROY MERLIN adeo Mediametrie comutitres

créé par datakili

DEMO?

Contact

Telephone:
+33 (0)1 81 69 75 00

Mail:
contact@datakili.com

Address:
17 rue Ledion – 75014 Paris (France)

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www.datakili.com