

Health Tech Game Changer with Data



the summary

Going above and beyond typical insurance provider, Cigna Thailand has an inspirational vision to become data-driven health tech company. The pandemic has been a wake-up call for this industry – and Cigna Thailand is one amongst the top brands that sees an opportunity to pivot to a game changing business model. It's no longer only about data-driven marketing and advertising, but also having data and analytics ecosystems embedded into everything we do.

By transforming its customer touchpoints, building up digital and data ecosystems, putting analytics at its core, stitching first-party data with third-party insights and having audience insights analytics solution, we have been able to build new S-Curve with more data partnership, build up a 360-degree of customer and prospects, personalize customer experience, and strategically improve customer persistency and propensity.

The “big leap” transformation helped Cigna Thailand achieve **three-digit growth in lead conversions, with significant cost reduction and savings** improvement in personalized cross-selling opportunities. At the target state, an improvement at organizational level is estimated to be significant **improvement in marketing operational efficiency and revenue uplift** as a result of fully implemented technologies and data pipelines.

the challenges

a) Highly evolving industry requires Cigna Thailand to stay competitive

Due to customer demand shifts, insurance industry was expected to deliver new customer experience and business models beyond traditional health and travel insurance policies, and at also different customer touchpoints. It required the company to think ahead for the game changing ecosystems and partnerships.

b) Own data assets were under-utilized to deliver pivotal businesses

Cigna Thailand has always been one of the key players that focuses on customer data and analytics. With over hundreds of data points generated for each customers across different teams, we found it challenging to stitch customer insights and make use of third-party insights in conjunction with own first-party data to derive new insights for new business models.

the execution

Beside identification of strategic digital and data roadmap and initiatives across all digital touchpoints, we also demonstrated the proof of value by leveraging first-party customer data enriched with ADA XACT, a proprietary third-party data asset of 375M unique customer profiles, to define a complete 360-degree view of customer insights of defined target audiences, this includes several analytical attributes such as customer's interests, digital and offline behaviors, lifestyles, place of interests, and customer lifetime values. From the integrated customer data, we learned that top few personas that dominated majority of Cigna Thailand's customer base and hence fitting them up with personalized campaign communication, creatives and messages, targeting these 3 personas, with the adoption of some learnings from our target audience analytics techniques to improve campaign effectiveness.



the achievement

- **Three-digit percent growth** in lead conversions
- **Double-digit percent** cost reduction
- **Savings** in personalized cross-selling opportunities
- **Integrated first-party and third-party** customer data across customer journey
- A digital roadmap to improve **marketing operational efficiency & revenue uplift**

