



Customer Success Story

Insurance



Top UK Motor Vehicle Insurance Company Leverages Real-time Churn Propensity Analysis



Value Delivered

- 65%** Reduction in Customer Churn
- 30%** Improvement in Customer Experience Ratings
- 71%** Improvement in Customer Journey cycle time



Challenge

To combat declining policy renewal rates, the vehicle insurer sought a unified solution for seamless customer interactions across various channels and fragmented operational systems.



How We Helped

- Integrated disparate processes across the customer lifecycle
- Used an ML model for real-time customer churn propensity analysis
- Increased customer retention through personalized discount offers
- Efficiently developed the solution using low-code capabilities
- Streamlined customer onboarding, policy approval, rating calculation, claims management, and customer service workflows



EIQ Features Used



Data Flows



Process Flows



Multi-channel Apps



Enterprise Connectors



Business Rules



RPA



ML Flows

EQ Platform Overview

End-to-End Intelligent Business Automation Platform



Process Flows

Automate enterprise workflows and create seamless customer and user journeys quickly.



Event Flows

Process and analyse events in real time to predict real-time threats and identify opportunities.



Decision Automation

Simplify complex decision logic to make accurate decisions in changing business environments.



Analytics and Reporting

Derive actionable insights for your business with robust analytics and present data in rich reports.



Business Rules

Define and update business rules quickly with audit trails to identify and track changes.



RPA

Leverage the power of non-intrusive, unified RPA



Data Flows

Handle structured and unstructured data with an easy drag-and-drop functionality.



ML Flows

Embed intelligence in the handling of process and data attributes using dynamic ML models.



Enterprise Connectors

Integrate with business-critical systems quickly using pre-built and custom connectors.



GenAI

Automate integrated text generation within process, data, or event flows using GenAI



Multi-channel Apps

Create dynamic web and mobile applications with new or pre-built templates that can work online or offline.



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