CASE STUDY

Sagacity
Part of **Accenture** Song

Single Customer View for Improved Marketing Campaigns

Client

Insurance Provider

Single Customer View

Client Situation & Impact

Staysure strive to always treat their customers as people and not numbers. They therefore wanted to combine their disparate data sets and create a single view of their customer base. This would enable them to better understand their fast-growing audience, build relevant experiences and grow their customer relationships.

It was imperative that Staysure were able to use this new solution to generate timely, accurate and actionable business insight as well as enabling them to conduct campaign work.



Single View



Accessibility



Insights

How Did Sagacity Help?

We worked with Staysure to develop a SCV solution to support their analytics, reporting and marketing communication programmes – including triggered communications.

An integral aspect of the solution was ensuring that the data was easily accessible for interrogation by Staysure users. To achieve this we designed and implemented an SCV which was accessible via a FastStats system. This presented the Staysure data structure in a logical way and allowed users to easily gain strategic insight from the system.

Outcome & Business Benefits

UK's most trusted travel insurance provider

With the introduction of the SCV, Staysure's analytical and marketing teams have the ability to deliver multi-channel communications, produce key reporting, analytics and campaign automation – allowing them to better understand and treat their customers as individuals, and to maintain their position as the UK's most trusted travel insurance provider.