

Personalized communications from Pitney Bowes help Tryg compete in Nordic insurance market.

Client profile

Tryg
tryg.dk
tryg.no
tryg.com

- Second largest property and casualty insurer in the Nordics, in operation since 1728
- About 3,600 employees and 2.7 million customers, including 140,000 business customers
- Offices throughout Denmark, Norway and Sweden



Competing on more than price

In the Nordics, like in many countries, new insurance companies are offering ever-less-expensive property and casualty policies. Established insurers can no longer compete on price alone. Instead, to attract and retain customers, they rely on quality product offerings, superior customer service, customer loyalty programmes and tailored marketing and communications efforts, amongst other tactics.

Business challenge

Tryg needed to improve customer loyalty and reduce customer churn. It hoped to accomplish this in part through the personalisation and integration of digital and paper-based outgoing communications: email, text messages, web pages, direct mail and questionnaires. The company wanted each insurer-generated communication to align with the customer or prospect's stage in the policy lifecycle.

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— Jon Terje Amland, Leader of Strategic Sales Management and Customer Relationship Management in Norway

Technology used

- Portrait Dialogue™

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Solution

Tryg chose the Pitney Bowes Portrait Dialogue software solution to help manage communications across several channels and throughout the customer lifecycle.

Tryg is using Portrait Dialogue and other software systems to gather customer and prospect information. The company uses this information to develop targeted marketing and customer-retention campaigns and to manage the policy renewal process. 'We welcome customers to our company with the aid of Dialogue software. We also use it to give the customer the opportunity to provide feedback', said Jon Terje Amland, leader of strategic sales management and customer relationship management for Tryg in Norway. This feedback helps Tryg provide relevant information to its customers, and also to upsell.

The system further helps Tryg contact existing customers around the time of policy expiration, reminding them of the benefits of their Tryg policies and encouraging them to renew. If a customer is churning, Tryg uses the system to ask for permission to contact that customer again for future business. This permission is required in some Nordic countries.

Benefits

The Portrait Dialogue solution has helped Tryg gather information about its clients and tailor customer communications: delivering the right information or offer to the right client. These communications, and consumer responses to them, can help Tryg better understand the wants and needs of its customers. With that information in hand the insurer can work to meet those needs, thereby improving customer loyalty.

The software solution is also saving money for Tryg by providing the company the opportunity to focus its communications efforts on the customers with the highest propensity to react positively to each message. In this way, Tryg can optimize customer interaction with each communication.

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About Portrait Dialogue

Portrait Dialogue is a customer interaction software that converts and connects disparate cross-channel customer interactions into a unified programme that supports tailored customer engagement. Companies using Portrait Dialogue can use this unified information to develop and leverage analytic insights to define customer sets, then service each set with a tailored suite of automated, sequenced communications.



For more information,
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pitneybowes.com/uk



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