

Case Study—Insurance Company

PrimeMatch™ helps India's largest private sector insurance company cutting costs of marketing campaigns while meeting compliance requirement.

Client's pain points

The Marketing division of the client dealt with huge volumes of sales leads called prospects and required a master database of prospects.

However, the client's was facing several challenges with its existing solution

- Count not scale to huge data volumes
- Could not detect duplicates accurately leading to multiple sales calls thus not meeting the Do Not Call list compliance
- Purchased duplicate data from multiple Agents

Posidex Solution

The client deployed **PrimeMatch™ based Data Management Solution** in the Marketing division weeding out the duplicates in the Prospect Master Database. PDMS merged the demographic information amongst the multiple records and maintained the **Single View of the Prospect**.

Results

With the help of Posidex solution, the client was able to

- Scale to large volumes and prepare master data of prospects
- Save considerable costs in managing Marketing and Sales effectively.
- Save costs of marketing campaigns and improve potential for cross selling
- Improve its image by being in compliance with Do No Call List.

Further, Posidex provided another solution for Rural/Urban classification of the policies based on the address mentioned in the policy. The requirement was to match the addresses of the policies with census data of district, tehsil and village which provide the basis of rural urban classification. This solution helped the client in cutting down months of verification time to just few weeks.

About the Client

Our client is India's largest Private Life Insurance company. It has a joint venture with a leading international financial services group. Its nation-wide reach includes over few thousand branches delivering world-class financial solutions to customers all over India.



About Posidex

Posidex provides a suite of solutions using validated and proprietary numeric algorithms that enable companies improve the quality of their data, allow them to aggregate data from silos and manage data assets into a single repository in a very cost effective and efficient fashion. Our clients are among the largest data depositories in BFSI, Government and Healthcare.



Posidex Technologies
<http://www.posidex.com>
Email: contact@posidex.com