

### Client



### Partner



### Company:

**Royal & SunAlliance**

### Website:

[www.royalsunalliance.com](http://www.royalsunalliance.com)

### Headquarters:

**London, UK**

### Industry:

**Insurance**

### Size:

**Operations in 130 countries;  
24,000 employees**

### Solution:

**Alterian Integrated Marketing Platform**

### Results:

Measurable customer acquisition and cross-sell programmes created, with valuable streams of management information available to help drive business acquisition

**“Alterian situates the customer at the heart of the business – taking the single view into a new dimension and completely revolutionising the way we look at management information.”**

Andrew McGee  
Research and Analysis Leader

## Alterian technology places the customer at the heart of R&SA's business

Through better customer intelligence, R&SA move towards a customer-centric management strategy to help drive business acquisition.

Royal & SunAlliance (R&SA) is one of the world's leading multinational insurance groups and having been established in 1710, its history is really the story of how insurance began and has evolved in the UK.

Conducting business in over 130 countries, the company is the UK's second largest commercial lines insurer, covering the insurance and risk management needs of a significant number of FTSE 100 companies. In the UK, R&SA's Commercial business provides a wide product range with multi-distribution capability, with focused propositions for specific customer and broker segments.

### The Challenge

Almost 80 Key Account Managers (KAMs) operate within R&SA Commercial to influence and build relationships with brokers – through whom customers engage with the insurer. To help build business, R&SA wanted to maximise the efficiency of Key Account Management and improve the quality of the relationships it enjoys with brokers.

“We recognised the need to introduce new processes enabling KAMs to provide better intelligence and higher quality leads to brokers,” explained Andrew McGee, Research and Analysis Leader at Royal & SunAlliance.

R&SA turned to marketing services provider Marketing DataBasics (MDB) to help change the way it conducted business and strengthen relationships with the broker community. “MDB's financial services expertise gave us the confidence to partner with them and begin the significant shift towards an improved customer-centric, not product, management strategy,” commented McGee. “MDB offered the right balance of consultancy, data services and technology.”

### The Solution

To enable this business change, new processes such as data visualisation, predictive modelling and web distribution of leads have been developed by MDB, based on Alterian technology. As a result, measurable customer acquisition and cross-sell programmes have been created, with valuable streams of management information available to help drive business acquisition.

“It's MDB's Alterian based system that's helped put the customer at the heart of our business,” explained McGee. “The new marketing database puts our KAMs closer to the right data and lets them work more effectively with the brokers.”

The new system is already proving its worth as an integral part of R&SA's programme to win back lost profitable customers, by identifying which individuals to target, which brokers they belong to and what other products they may hold. Another initiative being developed is the identification of customers' existing product holdings as a basis for cross-selling.

“The Alterian Integrated Marketing Platform also allows us to build an aggregate of each customer's product holding with us, and from that we work out the value of each individual broker,” continued McGee. We are then in a position to monitor the brokers' rates of customer retention, acquisition and share of wallet or penetration. Armed with this information we can allocate resources to optimise our return on investment.”

The Alterian-based front-end was what first impressed Royal & SunAlliance: “The software's interface is very intuitive and lets users have a ‘conversation’ with our data using interactive visual tools. From millions of underlying records it also enables us to easily create reports and set-up interrogation routines to define customer segments or profiles.”

McGee concludes, “The tool has aided us in building more valuable customer management information. Whilst we had good information on the products we were selling, we were not necessarily using the information to its full advantage.”

### The Future

McGee sees much to look forward to working further with MDB and Alterian technology, “Alterian situates the customer at the heart of the business – taking the single view into a new dimension and completely revolutionising the way we look at management information.”

# Alterian Case Study

## Royal & SunAlliance

### Alterian

Alterian (LSE: ALN) empowers marketers with an integrated marketing software platform combining database, online and operational marketing applications on a shared data infrastructure. The Alterian Integrated Marketing Platform makes it practical and cost effective for marketers to use actionable insight to execute an integrated marketing strategy across online and offline channels.

It is the unique integration of analytics, content and execution through Alterian's industry leading tools, such as the Alterian Messenger email platform, and the award winning Alterian Content Management solutions, which enables marketers to drive a seamless, multi-channel customer experience.

Alterian's analytically-led software is delivered to approximately 1,000 marketing departments, across 26 countries, and an international network of more than 100 business partners, including marketing services providers, agencies and systems integrators. Its partners, such as Accenture, Acxiom, Allant Group, Cap Gemini, Carlson Marketing, Experian, Epsilon, InfoUSA, LogicaCMG, Merkle, Ogilvy One and Euro RSCG Worldwide, deliver Alterian software alongside their own domain and services expertise to help market leaders such as Princess Cruises, General Motors, Zurich, Astra Zeneca, HSBC, Limited Too, AEGON, Avis, Worldwide Wrestling Entertainment, Dell, Amnesty International and Vodafone integrate marketing processes and drive competitive advantage.

For more information about Alterian, products within the Alterian Integrated Marketing Platform or our Partner Network, please visit [www.alterian.com](http://www.alterian.com)

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