# Harnessing Real-Time CX to drive engagement

How Alterian's Real-Time CX Platform helped this leading insurance and finance company better qualify leads, drive engagement, and boost conversions.

A major insurance and finance company identified a growing issue with prospective clients expressing interest in financial advisory services. They were booking appointments to meet with a financial advisor, but then not showing up for the live meetings and abandoning the journey for good. Not only did this mean the company was losing potential clients, but it was using time, money, and resource with no return.
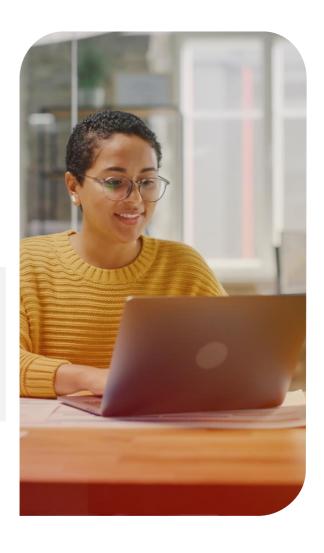
## Challenge

The company had no visibility of the end-to-end customer journey. It was clear prospects were completing the first steps by booking the appointment, but after that, their actions were unknown. With no behavioral insights to draw upon, the team was at a loss to figure out why so many prospects were not attending the appointments or continuing down the journey. The only channel the company could utilize to try and better understand the issue was customer survey data. However, this was unreliable and discredited due to extremely low response rate. Disconnected communications channels and departmental silos made resolving the issue even more of a challenge.

**Key challenges:**

- No way to see customer journeys
- Minimal customer behavioral insights
- Siloed teams and disconnected channels and data
- Poor customer survey response rate and unreliable data

The only actions the team were taking to try and address the issue was through traditional marketing channels and follow-up phone calls. However, this became an issue, with the increased contact and marketing leading to complaints of spamming and negative NPS.

# The solution

The company needed to deliver journeys and communications that would seamlessly lead prospects from the research phase through to booking an appointment, attending it, and eventually converting to a customer. This relied on having the right insights and the right technology. Alterian's Real-Time CX Platform was key to achieving that goal.

Customer Journey Analytics allowed the team the visibility and insights they so desperately needed, demonstrating all cross-channel journeys specific to those individuals interested in meeting with a financial advisor. This ensured everyone across all departments had a clear and accurate snapshot of behaviors and a better understanding of individual needs.

Through the power of AI, Real-Time Journey Orchestration served up relevant communications and next-best-actions. Optimizing the interactions at every stage of every individual's journey helped to minimize no-shows and increase attendance rate as the people who did book an appointment with a financial advisor were more serious about accessing the service.



| Tech | Team | Channels | Timescale |
|------|------|----------|-----------|
| • Journey Analytics | • Customer experience team | • Website | • 12 weeks |
| • Journey Orchestration | • Marketing | • Text | |
| • Artificial Intelligence | • IT | • Email | |
| | | • IVR | |
| | | • Branch scheduling system | |
| | | • CRM | |

## Results

With Real-Time CX Platform in place, the company was able to see points of friction across every journey for the very first time and rapidly adjust communication channels, methods, and messaging to resolve them. The team was also able to see how financial planning journeys were interlaced with other insurance journeys for different individuals, and valuable insights that helped them plan more effective acquisition journeys aligning to the unique needs of the 'researcher' versus the 'serious intent' prospect.

Journey Orchestration worked to prevent unqualified prospects from booking financial advisory appointments and optimized the experience for prospects in the research phase by enabling them to demonstrate serious intent before booking an appointment.

Better qualified prospective customers.

Higher attendance at scheduled meetings with financial planners.

Increased conversions for planning and insurance services.

**alterian** REAL-TIME CX

Start your journey, your way today.
Get in touch to learn how Real-Time CX can help your business.

✉ connect@alterian.com      🌐 alterian.com