



BUILDING A BETTER UNDERSTANDING OF CUSTOMER BEHAVIOURS ACROSS EVERY CHANNEL.

One of the top 5 UK insurance companies identified a need to reduce the cost of its existing data storage and processing platforms, and improve its service to customers by making better use of its large data estate. Kainos was selected as the partner for this global data and analytics project, based on our ability to manage the scale of the requirements and work to an agile methodology.

Real transformation.

With no existing high-performing analytics environment, this leading insurance company was gathering and storing vast quantities of data – but was unable to join data across products in order to better understand customer behaviour.

The insurer partnered with Kainos to deliver a solution that would collect real-time, data-driven insights that would help it maintain the competitive edge it needs to stay ahead in a fast-changing landscape.

Kainos conducted a comprehensive discovery phase to fully understand the requirements. After a successful proof of concept (POC) came the implementation phase, segmented into two areas: the data platform and the discovery analytics platform, each of which was then further broken down into a series of sub-projects.

For the data platform, Kainos created the enterprise data hub (EDH) using Hadoop

– which acts as a central repository for the business' data. Data is ingested from multiple sources, stored in raw format, and transformed as necessary for further processing or export to data marts.

The discovery analytics platform allows the provisioning of analytics clusters in the cloud. The client can then rapidly spin up clusters using data sourced from the EDH, run analytics processes, and then close them down when not required. Giving the customer the agility – and critical insights – it needs.

IN SUMMARY

This leading insurer partnered with Kainos for its large-scale engineering credentials to help develop a data hub and analytics platform. This helped reduce data storage costs and enhance their understanding of customer behaviour.



From real people.

Our digital specialists bring their large-scale engineering credentials and data expertise to help customers move from a policy-driven to a customer-centric approach. Enabling increased speed to market, plus the ability to meet the competition head-on, and create real value for customers.

We've been doing it for more than 30 years and today we do it for more than 250 customers in multiple sectors around the world – and we bring this accumulation of experience to every customer project. During the initial project scoping phase, the Kainos team worked closely with the insurer, engaging with key stakeholders to identify business drivers and initial use-cases to define parameters and success measures. After implementation, Kainos maintains a close working relationship with these stakeholders to ensure continued success.

The POC phase enabled the insurer to answer the following hypothesis – could they use data to understand whether:

- **A person who shops around every year is a worse risk than someone who does not**
- **How many chances do you get before you fall off a customer's "shopping list"**

Kainos' experienced data engineers delivered a scalable, maintainable solution that answers these hypothesis and more – delivering modern and future-flexing technologies.

IN SUMMARY

Kainos' experienced data engineers worked collaboratively with the insurer to define and deliver a successful POC, which then moved into an implementation phase.



For real life.

The result is a highly cost-effective, distributed analytics platform that has given the insurer a competitive edge. The insurer can now mine the wealth of customer insights gathered on a daily basis, matching customers across multiple, previously siloed products, and ultimately deliver end users an ever-improving service.

The results so far:

- The ability to ingest, transform and make querying quote data available, processing up to **60 million** quotes per day
- A cost saving of over **£2 million over 4 years** by offloading existing Teradata and processing workloads to the EDH
- Marketing data is now available on the Adobe marketing analytics platform on a nightly basis – previously this could only be loaded once a week
- The ability to rapidly react to customer behaviors and therefore target offers while customers were still considering which insurance product to buy

- Allowing users to access policy and HR data for analytics and flexible reporting to enable faster, more accurate decision making. And a new data view creation taking one working day, compared to weeks previously
- Opening up previously inaccessible quote data to analytics using Revolution R, improving the fidelity of risk models
- Meeting annual changes to regulatory reporting requirements in days rather than weeks

IN SUMMARY

Kainos has delivered a cost-effective, distributed analytics platform that has reduced costs by over £2 million and enabled this leading insurer to mine customer insights and deliver an ever-improving customer experience.

Real transformation. From real people. For real life.

Call +44 28 9057 1100 to talk through your requirement with one of our experts, or request an appointment.

<https://www.kainos.com/digital-delivered>

