



Case study

# Centralized Customer Outreach, Marketing Automation for a Large Insurance Holding Company

## Client

Our client is a leading property and casualty insurance holding company with over 50 specialized businesses – each with deep expertise in an industry, product and region.



## Challenges

Our client has multiple business groups as part of their large holding that caters to particular insurance products. Each business unit leveraged its CRM and marketing tools, without a centralized way to segment and engage customers. Their siloed ways of running campaigns limited their ability to drive growth through cross-selling, manage customer profiles and preferences, and track marketing performance.

# LTIMindtree Solution

LTIMindtree eliminated the marketing process and data silos by migrating the entire email campaign management system from legacy to Salesforce Marketing Cloud. We used Marketing Cloud connect and multi-org connector to integrate and bring together information across multiple Salesforce Sales Cloud instances. In addition, a complex preference management program has been implemented to drive better engagement with the company brands.

LTIMindtree introduced automation and segmentation to initiate email campaigns for different scenarios. This eliminated manual work for the marketing team, giving them the bandwidth to focus on other high-value tasks. The campaigns and journeys were integrated with payment processes to improve cash collections.





# Business Benefits



**50%** reduction of manual churn through campaign automation.



**30%** decrease in unsubscribe rates.



Business-wide visibility across marketing KPIs.

**LTIMindtree** is a global technology consulting and digital solutions company that enables enterprises across industries to reimagine business models, accelerate innovation, and maximize growth by harnessing digital technologies. As a digital transformation partner to more than 700 clients, LTIMindtree brings extensive domain and technology expertise to help drive superior competitive differentiation, customer experiences, and business outcomes in a converging world. Powered by 81,000+ talented and entrepreneurial professionals across more than 30 countries, LTIMindtree — a Larsen & Toubro Group company — combines the industry-acclaimed strengths of erstwhile Larsen and Toubro Infotech and Mindtree in solving the most complex business challenges and delivering transformation at scale. For more information, please visit [www.ltimindtree.com](http://www.ltimindtree.com).