

CASE STUDY

Insurer Achieves Outcomes and Efficiency Goals with an Consumer-Driven Approach



Company Overview:

A large, diversified state-based insurer that is driven to help people and communities achieve better health, and to be a leading innovator enabling healthy communities. Serves more than four million members through traditional health insurance, PPO and HMO services, retail centers and primary care clinics.

Challenges + Goals:

Legacy siloed marketing technology systems created a fragmented, disjointed member experience marked by increasing costs and poor outcomes. Outsourcing communications and marketing initiatives to multiple vendors created inefficiencies and cost overruns. Knowing that changing regulations would drive a surge of new members, and with competitive pressure to move to a member-first, brand marketing approach, the insurer made it a priority to manage the customer lifecycle through a coordinated and integrated multi-channel delivery and engagement system.

Winning Solution:

Using Redpoint with third-party marketing services, this insurer controls data, decisioning and orchestration of interactions across all touchpoints for millions of members. Using in-line analytics, the solution generates propensity scores to improve member engagement, run cost-efficient email campaigns, and hyper-personalize omnichannel engagements.

By eliminating fragmented systems, the insurer now understands each prospect or member at the most granular level, resulting in a frictionless omnichannel member experience marked by relevant content and an optimized cadence.

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“Redpoint’s solutions helped us improve our plan outcomes by 20 percent.”

-VP OF BUSINESS DEVELOPMENT, INSURANCE COMPANY



400-500

additional messages each year, propensity-scored for relevancy



20%

improved engagement and plan outcome metrics



20%

improved efficiency



Four million

members attain omnichannel experience