



## Optimising communication channels

Identify the best channels to effectively reach customers and lead them to take a specific action. In the case of insurance, the demand is for bill payment.



## Challenge

Reaching a customer is a complex task, as we all react differently to different communication channels. When it comes to invoices, the difficulty is even bigger.

## Solution

A thorough analysis of the customer's data and profile helps to determine the best action to take and the best communication channel to make them fulfil their duty.

## Results

The time between the call to action and the actual action is reduced, as well as the associated costs. Reminders are reduced to a minimum, resulting in an friendly settlement and a better relationship with the customer.

