



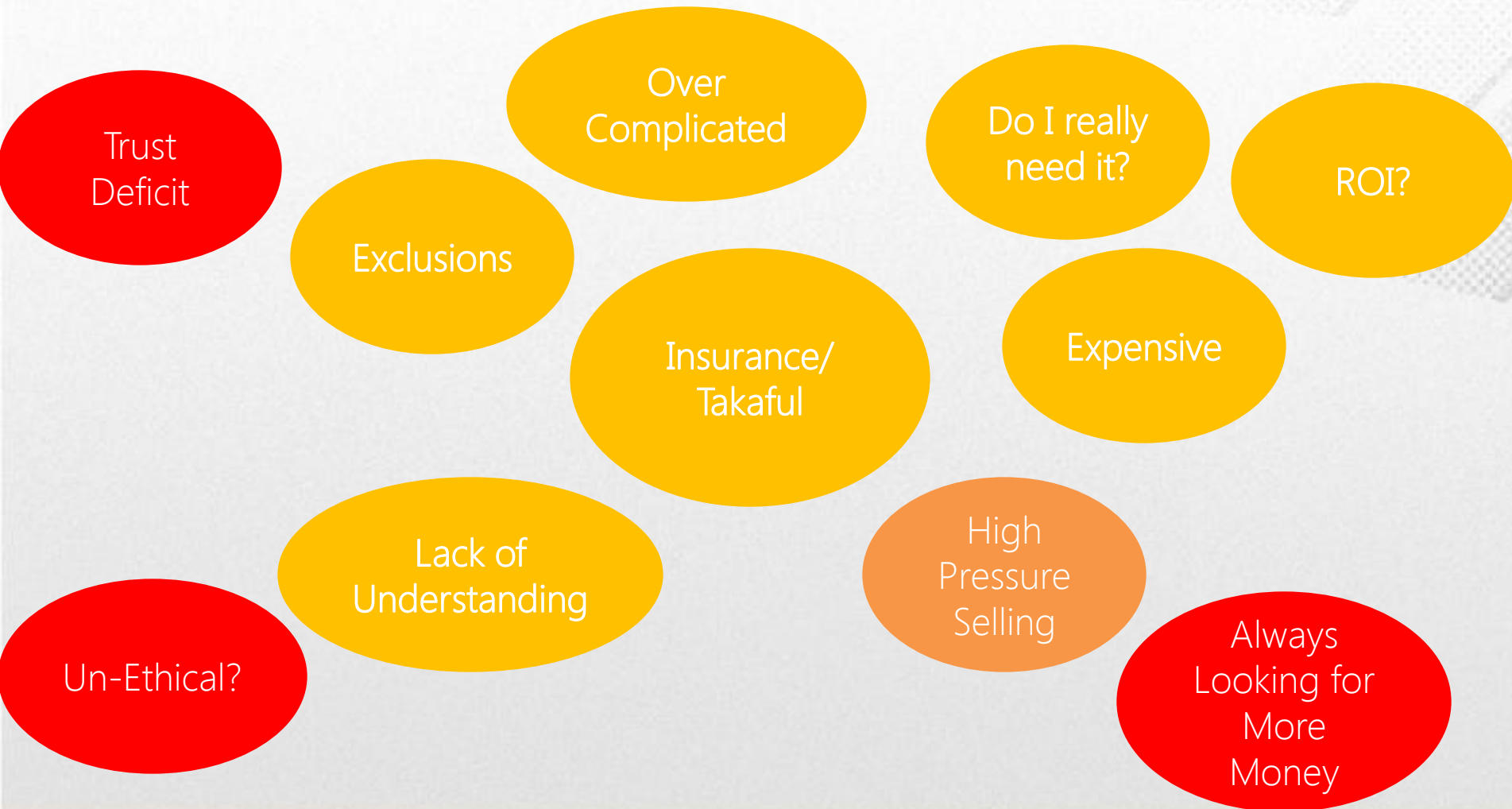
‘Driving Customer Engagement To Deliver Growth’

Presenter

Imran Ali



Perception is Reality?



Glexco Insurance



"I think you misunderstood. The million dollar umbrella policy only covers you for claims involving an umbrella."

Customer Engagement.. *What is?*

Customer Engagement aims at long-term engagement, encouraging customer loyalty and advocacy

leading to...

Customer contributions, stickiness and enhanced competitive advantage

Necessary elements

1. Enhanced intelligent & meaningful interaction
 2. Customer care/experience centers
 3. Targeted social media campaigns
 4. Wellness programs
 5. Customer self service tools
 6. Loyalty/reward programs
- leading to...*



Can we change reality?



How do we achieve this?

- Requires a certain tweak in philosophy
- Long term mindset
 - Focus on retention
- Investment in training (agency/call center)
- Establishment of customer advocacy unit
- Technology tools and support

Guess what? Centegy can help..

- Domain knowledge since 1986
- Complete spectrum of insurance technology solutions
- Focus on customer engagement driven innovation
- Technology and tools to help you drive customer engagement to deliver growth

Thank you