



SOLUTIONS

FINANCIAL
SERVICESCustomer
Communications

Dutch insurance company, Loyalis, adopts modern, digital approaches to customer interactions that tailor communications to customer needs and result in more productive relationships

Challenges

- Consolidate and build a full customer profile, bringing together behavior and data from online and offline sources
- Leverage insights from Adobe Experience Cloud products, to ensure they work together and inform each other
- Increase personalization and relevancy of messaging and website content

Key Results



Consolidated email, website, advertising, and customer service for a more holistic customer view



Used customer behavior insights to deliver more relevant information across multiple channels



New customized and personalized journeys helped INCREASE duration of website visits by 70%

[Watch the Video](#)



Our conversion rate really went up and our time-on-site increased by more than 70%. People were interacting with our content because it's really fine-tuned to their needs."

Jerome Nicolaes
On-Line Consultant, Loyalis

