

TATA AIG Decreases Manual Efforts by 90% & Supercharges Customer Engagement Using MoEngage

90%

Decrease in manual efforts

93%

Drop in go-live time for complex campaigns

About

Tata AIG General Insurance Company



Tata AIG General Insurance Company, provides insurance to individuals and corporates. It offers a range of general insurance products including insurance for automobile, home, personal accident, travel, energy, marine, property and casualty as well as specialized financial lines.



Our partnership with MoEngage has been nothing short of transformative. From the outset, their enthusiasm for collaboration and genuine commitment to understanding our business has truly set them apart. They took the time to learn our objectives inside and out, which has led to innovative solutions tailored to our specific needs.

Sachin Mishra,

Senior Manager - MarTech , Tata AIG General Insurance Company

Business Challenge

Before transitioning to MoEngage's Customer Data and Engagement Platform (CDEP), Tata AIG faced numerous challenges with its legacy Martech platform that hindered its marketing efforts. One significant issue was the heavy reliance on developers for campaign creation and execution, which led to delays and limited agility. Creating multi-channel flows was also an uphill task, as the basic analytics and campaign creation processes required extensive developer support to extract necessary insights.

Another key challenge was the complexity of collating data from various locations. This was a major obstacle for the TATA AIG team in crafting comprehensive customer journeys, making it difficult to understand and engage with their audience effectively. The absence of a user-friendly campaign creation and deployment platform further contributed to the long turnaround times in resolving use cases and executing campaigns.

So, Tata AIG recognized the need for an agile CDEP that could streamline customer journeys and required zero to no tech intervention.

MoEngage Solution

MoEngage's CDEP helped TATA AIG fundamentally transform its approach to customer engagement and data management, addressing a series of specific use cases that their previous legacy Martech platform struggled to handle effectively.

Migration of Mass Volume of Customer Data: One of the most pressing challenges was the migration of essential user data from the previous legacy platform to MoEngage. This transition was executed before campaign launches, ensuring that TATA AIG had access to relevant and up-to-date information. The revised data schema eliminated redundant and irrelevant data that had previously cluttered their systems, thus enabling the marketing team to execute campaigns with greater precision. This enhanced focus ultimately led to more accurate analytics, allowing for data-driven decision-making.

Offline and Online Data Synchronization: MoEngage provided robust solutions for data integration from multiple offline sources using Amazon S3, SFTP, and the MoEngage data API. This capability was a significant enhancement compared to the brand's previous platform, which lacked the versatility to easily aggregate data from diverse sources. The ability to seamlessly pass data allowed for enriched customer insights and more strategic marketing initiatives.

Unified Customer Experiences FTW

One of the standout features of MoEngage for TATA AIG was its ability to create a **single profile view of customers** easily. In its previous legacy platform, changes in mobile numbers during the purchase or renewal process often led to fragmented customer profiles. MoEngage resolved this by ensuring that all customer interactions seamlessly updated their profile information, providing a complete view that empowered the marketing team to personalize communications more effectively.

Omnichannel Engagement Initiatives

A key aspect for TATA AIG was the integration of the app and website, allowing seamless data tracking and communication. Its previous platform's fragmented management was replaced by MoEngage's unified system, supporting various engagement channels like push notifications, in-app messages, and on-site messages (OSM). This approach enhanced interactivity and significantly boosted engagement rates, also enabling cross-channel communication via SMS, email, and WhatsApp.

From Fragmented to Cohesive

A game-changer for the TATA AIG team, the MoEngage Customer Data and Engagement Platform streamlined the team's marketing efforts into a cohesive strategy. Unlike their older system, which siloed data by channel, MoEngage allowed for centralized communication, enhancing the customer experiences end-to-end. This means that a customer's journey could be influenced in real-time, regardless of the platform they engaged with, leading to higher conversion rates and improved customer satisfaction.

Driving Renewals and Winback Campaigns

Additionally, the CDEP offered tailored solutions for the Winback and Renewal use cases, which were particularly valuable for TATA AIG. The platform allowed for customer entry from offline data into a streamlined online process, facilitating a smoother transition for customers. By integrating offline profiles with new online accounts, TATA AIG could deliver targeted messages based on where users were in their journey, thus enhancing engagement and retention.

Products Used



Customer Journey Orchestration

Create unique, seamless experiences at every stage of your [customer's journey](#).



Customer Insights & Analytics

Create [omnichannel, personalized experiences](#) using AI-powered insights and analytics.

The Result

Using the MoEngage Customer Data and Engagement Platform, TATA AIG was able to observe:

✓ **90%** Decrease in manual efforts

✓ **93%** Drop in go-live time for complex campaigns

About MoEngage

MoEngage is an insights-led customer engagement platform trusted by more than 1,200 global consumer brands such as Ally Financial, McAfee, Flipkart, Domino's, Nestle, Deutsche Telekom, OYO, and more.

MoEngage empowers marketers and product owners with insights into customer behavior and the ability to act on those insights to engage customers across the web, mobile, email, social, and messaging channels. Consumer brands across 35 countries use MoEngage to power digital experiences for over 1 billion customers every month. With offices in 13 countries, MoEngage is backed by Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads, F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures. MoEngage was recognized as a [Customers' Choice Vendor in the 2022 Gartner Peer Insights 'Voice of the Customer'](#) for the Multichannel Marketing Hubs Report and a Strong Performer in the [Forrester Wave™: Cross-Channel Marketing Hubs, Q1 2023 Evaluation](#). See how MoEngage's customer engagement platform can power your growth

[Get a demo of MoEngage today!](#)

To learn more, visit www.moengage.com.

