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

90%

About

Decrease in manual efforts

93% Drop in go-live time for complex campaigns

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.



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,

Our partnership with MoEngage has been nothing short of transformative. From the outset, their enthusiasm for collaboration and genuine commitment to understanding our business

Senior Manager - MarTech , Tata AIG General Insurance Company



We look forward to continuing this journey and reaching even greater milestones together. Ankita Mishra, Senior Manager - MarTech at TATA AIG General Insurance, Tata AIG General Insurance Company

What stands out most is the sense of shared ownership toward our goals; it feels like we are working together as one team. With MoEngage, we've not only fostered collaboration but also achieved a remarkable 93% decrease in the go-live time for complex campaigns.

Business Challenge

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

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

Before transitioning to MoEngage's Customer Data and Engagement Platform (CDEP), Tata AIG faced

to delays and limited agility. Creating multi-channel flows was also an uphill task, as the basic analytics

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.

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.

Migration of Mass Volume of Customer Data: One of the most pressing challenges was the migration

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.

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.

Unified Customer Experiences FTW

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.

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

Driving Renewals and Winback Campaigns

were in their journey, thus enhancing engagement and retention.

From Fragmented to Cohesive

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.

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

A game-changer for the TATA AIG team, the MoEngage Customer Data and Engagement Platform

Customer Journey Orchestration



Products Used

Customer Insights & Analytics Create <u>omnichannel</u>, <u>personalized experiences</u> using Al-powered insights and analytics.

Create unique, seamless experiences at every stage of your <u>customer's journey</u>.

Using the MoEngage Customer Data and Engagement Platform, TATA AIG was able to observe: **✓ 90%** Decrease in manual efforts

The Result

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

About MoEngage

MoEngage is the Middle East's #1 Customer Data and Engagement Platform (CDEP), most trusted by over 1,350 global consumer brands, including Galadari Brothers, DP World, Homzmart, Alsaif Gallery, Azadea, Botim, Gathern, Jazeera Airways, Mobily Pay, The ENTERTAINER, Othaim Markets, Seera Group, BFL,

a 360-degree view of their customers. For over a decade, consumer brands in 60+ countries have been using MoEngage to power digital experiences for over a billion monthly customers. With offices in 15 countries, MoEngage is backed by

Apparel Group, Telda, Riva Fashion. MoEngage combines data from multiple sources to help brands gain

F-Prime Capital, Matrix Partners, Ventureast, and Helion Ventures. MoEngage was the only vendor to be named a Customers' Choice Vendor in the Gartner Peer Insights™ Voice of the Customer: Email Marketing Report 2025, Contender in The Forrester Wave™: Real-Time Interaction Management, Q1 2024 report, and Strong Performer in The Forrester Wave™ 2023 report. MoEngage was also featured as a Leader in the IDC MarketScape: Worldwide Omni-Channel Marketing

Goldman Sachs Asset Management, B Capital, Steadview Capital, Multiples Private Equity, Eight Roads,

Platforms for B2C Enterprises 2023.

To learn more, visit <u>www.moengage.com.</u>