

Italian Insurer Improves Customer Satisfaction

ERGO Italy collaborates with Capgemini on RESCUE project to reinstate 1,700 customer policies and strengthen overall customer confidence

The Situation

ERGO Italia is a member of ERGO Insurance Group, the second largest insurer in Germany. Seeking to increase customer satisfaction levels, ERGO Italia wanted to grow its customer base and introduce a retention model to prevent losing customers.

The Solution

RESCUE (Retention Enterprise for Surrendering Customers at Ergo) was initiated as a project to maximize retention of potential outgoing customers through targeted marketing.

Thanks to clear identification, compelling value proposition and effective channel definition, the campaign successfully converted customers who had either stopped paying premiums or were facing surrender, through the use of call center outbound activities.

“Capgemini’s unique collaborative approach, innovative ideas and careful analysis of the situation helped us in reaching our goals within project deadlines.”

Stefano Cerizza,
Head of Strategy and Operations,
ERGO Italia



The Result

RESCUE facilitates outstanding results for ERGO to retain customers. In the first year after its launch, tangible benefits for ERGO include:

- marketing campaigns reaching average redemption of 4% (10% on best responding targets) for customers that were contacted
- some 1,700 customers reinstated.

The project has successfully deployed an integrated process to improve customer retention in a cost-effective way that lends itself to ongoing best practices.

How ERGO Italia and Capgemini Worked Together

Ergo Italia chose Capgemini as partner to realize the project, aiming at winning back customer confidence and driving retention rates to the maximum. After carefully studying factors affecting customer retention rates, a phased approach was taken to provide a holistic solution.

In the first phase, Customer Database Analysis, the team scrutinized the company's legacy system in order to identify potential targets.

In the Campaign Management phase, Capgemini collaborated with Ergo to identify the Campaign's customers. For each target identified, the team developed a specific value proposition by defining scripts to be used by the call center for a given channel selected for a campaign. A Customer Management System (CMS) was developed in order to:

- provide data to manage inbound and outbound calls

- record data coming from each campaign
- track, in a detailed way, the results of each campaign.

Besides CMS, the team designed a process to enable ERGO's back-office to manage the different campaigns. The start-up of all campaigns was achieved within compelling deadlines for the project (8 months) with the complete satisfaction of ERGO Italia.

ERGO Italia is also witnessing positive embedded value in its business. The ongoing campaign will cement best practices in the organization, taking care of new generations of target clients and further improving, and strengthening, ERGO Italia's brand and market positioning.



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Approved by:

Stefano Cerizza Head of Strategy and Operations, ERGO Italia
Sonia Marcassa, Head of Organization Department, ERGO Italia
Raffaele Guerra, Account Manager, Capgemini
Michele Inglese, Project Manager, Capgemini

In collaboration with



ERGO Italia is a member of ERGO Insurance Group, active in 22 countries across the globe. The Group reported more than €16 billion in premium income and is the second largest insurer in Germany's primary insurance market. 15 million customers in

Germany and 30 million customers throughout Europe place their faith in the services, expertise and security offered by ERGO. Munich Re is a majority shareholder of ERGO. For more information on ERGO Italia, <http://www.ergoitalia.it>