



Success stories in predictive analytics in Financial Services

Top 50 Best Companies to Work for in
India 2016 – Silicon Review Magazine

Predictive Analytics Company of the
Year 2014 – CIO Review Magazine

Top 20 Company in India - TiE Lumis
Entrepreneurial Excellence Awards 2013

Top 50 Big Data Analytics Companies in
India 2013 – CIO Review Magazine



A health insurer improved its data quality, identified unique & active clients and created customized retention strategy through customer de-duplication, segmentation & tiered-service model

Objectives

- Standardize data capture practices
- Develop a 360° view of customer relationship across product portfolio
- Profile churned customers and identify drivers for churn to develop pro-active retention strategy

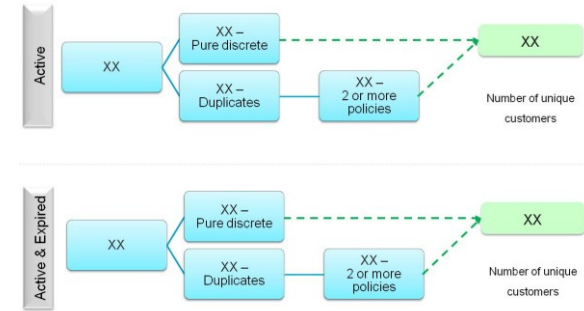
Our Approach

- Detailed data & process auditing
- Used advanced algorithms and text analytics to clean and de-dupe to maintain a unified customer view
- Customer segmentation for tiered-servicing

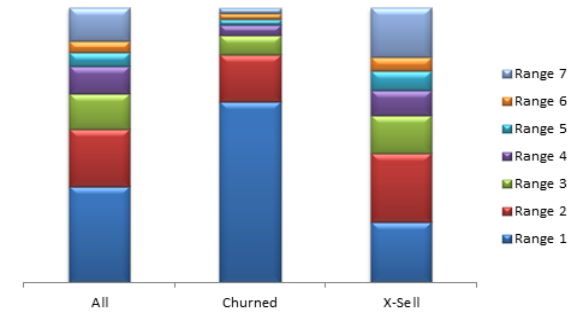
Impact

- Improved data quality due to better front-end controls
- Identified unique active & inactive clients
- Paved the way for implementing customized contact and service strategy
- Pro-active rather than re-active retention

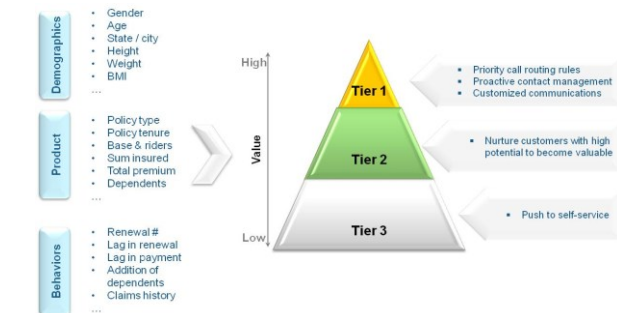
Customer de-duping



Churn profile



Tiered servicing



TransOrg Analytics

www.transorg.com

US

Raajeev Aggarwal
raajeev.aggarwal@transorg.com
M: +1 703 568 0285

Sandhya Krishnamurthy
sandhya.krishnamurthy@transorg.com
M: +1 510 516 6443

UK

Naresh Priyadarshi
naresh.priyadarshi@transorg.com
M: +44 740 481 6818

India

Shuchita Jain
shuchita.jain@transorg.com
M: +91 98112 60911

Debjit Sen
Debjit.sen@transorg.com
M: +91 99532 46251

Singapore

Vijay Bajaj
vijay@transorg.com
M: +65 9752 9020

 [/transorg-solutions-&-services](https://www.linkedin.com/company/transorg-solutions-&-services)

 [/TransOrg](https://twitter.com/TransOrg)

 [/transorganalytics](https://www.facebook.com/transorganalytics)

