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Case Study

Alleanza Assicurazioni and Doxee Platform: a new way to engage customers

Personalized videos for more effective customer communication

Alleanza Assicurazioni S.p.A.

Alleanza Assicurazioni S.p.A. is a leading Italian insurance company, with headquarters located in Milan. The company was founded in 1898, and it is the insurance company of reference in Italy, especially for the life insurance market. Today, the insurance company is part of the Assicurazioni Generali group, one of the largest international insurance and finance companies.

The partnership

Alleanza Assicurazioni created a **dedicated online Customer Area to help customers manage their insurance policies** and **build stronger relationships with them**. Although the area represented a fundamental element in the company's digitalization process, it was underutilized by customers.

The collaboration with Doxee was born from the need to promote the customer area — how it works, what customers could do with it — in a way that was engaging and easy to understand.

The Doxee Campaign

Alleanza chose Doxee Platform to increase registrations in its reserved customer area. Doxee Platform is and engaging and memorable way to convey information. Animated illustrations guide the customer to register, while voiceovers explain the advantages of registration.

Campaign features

1. **What the video communicates**
   Each personalized video explains the benefits of the Customer Area and allows customers to proceed directly to registration through an embedded call to action.
2. **Marketing Automation and Doxee Platform**
   Customers of Alleanza life insurance were placed in an automation workflow that sent up to three emails containing the link to the personalized video.



Main features of the video

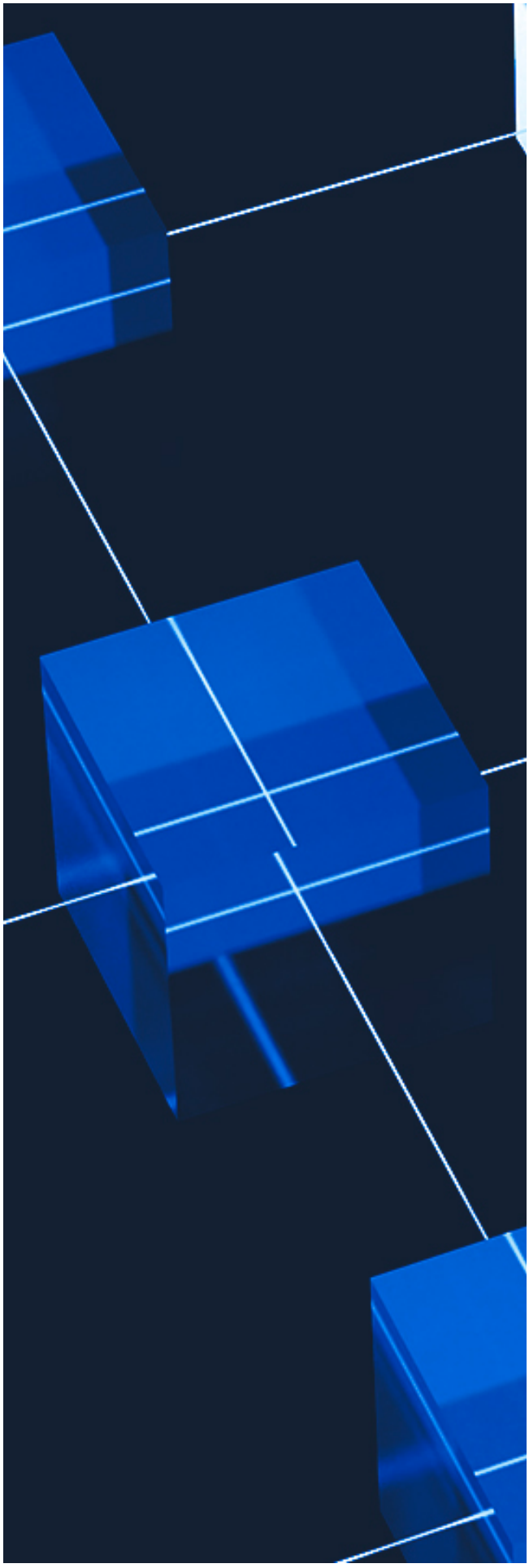
Data personalization:
Each video is personalized for the recipient. The customer name appears immediately at the beginning of the video, followed by the year, and the type of service they are subscribed to.

Clustering:
Customers were divided into two groups, one for products with separately managed funds and one for more general products.
Three different videos were then made.
Video one was targeted to the first group, and videos two and three were more general in nature and applicable for both groups.

Reason for enrollment:
The video motivates customers to enrol in the reserved area based on specific customer characteristics; for example, those with an Alleanza Newcapitall policy can monitor their savings, and customers can directly contact an insurance agency or another channel through which the subscribed to the policy.

Call-to-action (CTA):
A CTA at the end of the video invites the customer to go directly to the registration form in the reserved area, significantly improving the efficiency of the conversion process.

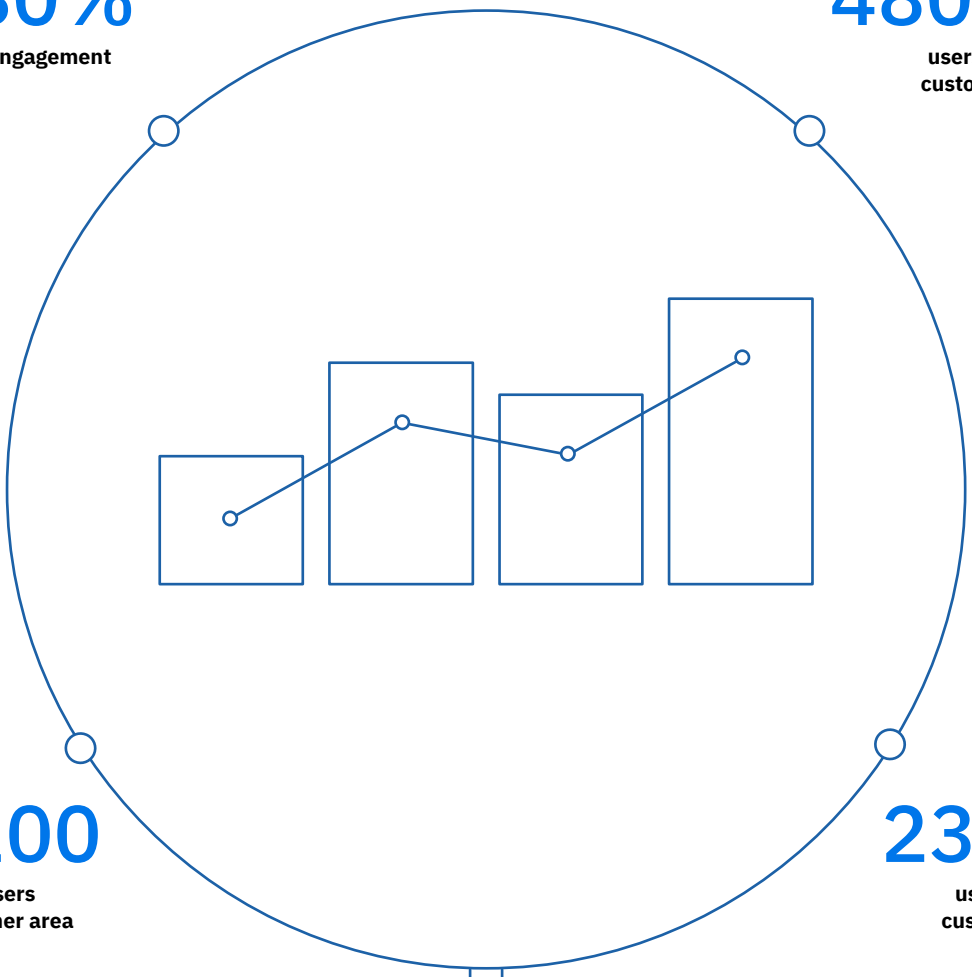
Personalization is not only useful for **engaging with the customer and making them feel important**, **but it's also an effective way to invite customers to take action**.
Doxee Platform is able to convey messages in an efficient, compelling, and memorable way; CTAs embedded in the animations make it easy for customers to go directly to the registration process.



Results

80%
engagement

480.000
users in the customer list



20.200
unique users in the customer area

23.035
users in the customer area

Involvement and effectiveness of the initiative

The personalization functions in Doxee Platform are effective for driving customer engagement and interaction with the company. The engagement rate of 80% confirms that personalization works, and it is even more efficient if associated with video.

Traceability, monitoring, and optimization

The analytics included in Doxee Platform make it possible to monitor how users are interacting with video in order to optimize the campaign's effectiveness. By knowing the customer better, the company can communicate more effectively and provide customers with the services they need or are interested in.

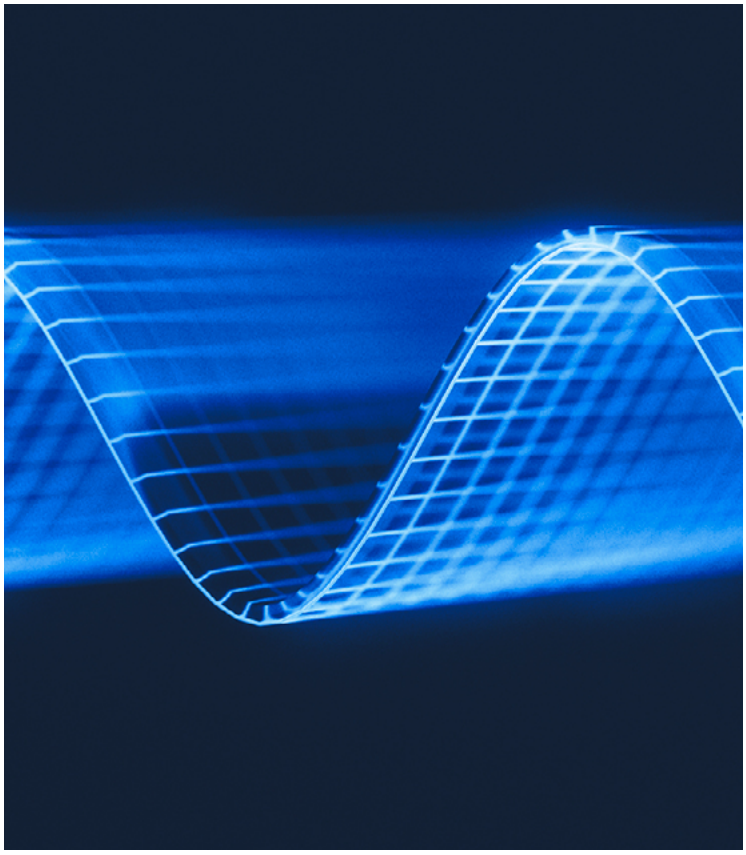
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Connect with the leader of Customer Experience in the Cloud

At Doxee, we revolutionize the customer experience with innovative technologies that help businesses communicate and interact with its customers more effectively, creating solid relationships that lead to lasting business growth. Our cloud products dedicated to CCM, Digital Customer Experience and Doxee Platform offer our customers and partners a complete and integrated set of applications that fully support the customer journey.

Learn more about interactive experience

Download the Product Overview



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