



Analytics Bulgaria

CASE STUDY

Pension Analytics® by Analytics Bulgaria



Pension Analytics ® - Differentiation and Competitive advantage through applying analytics to every day's work

Background

The pension insurance market is one of the most competitive and dynamic markets in the Bulgarian financial sector. The competitive differentiation among largest pension insurance companies is function of the ability to apply cross sell techniques, provide great UX to local supply chain, i.e. brokers and dealers and real time information and actionable data, as well as provide to customers intuitive and easy-to-use self-service instruments, reports and statistical data and enhanced customer experience.

The client

Tier-1 Pension Insurance Fund in Bulgaria (The Pension Fund)

The challenge

The pension insurance market is one of the most competitive and dynamic markets in the Bulgarian financial sector. The competitive differentiation among the largest pension insurance companies is coming from the ability to:

- apply cross sell techniques to brokers and customers.

- provide real time actionable data to brokers and customers.
- provide great CX to local supply chain, i.e. brokers and dealers.
- provide to customers intuitive and easy-to-use self-service instruments, reports and statistical data and enhanced customer experience.

The solution

Analytics Bulgaria had implemented its own product "Pension Analytics ®". The solution is a robust pension insurance analytical platform "Pension Analytics ®" with flexible pension insurance data model, easy to be applied to any Pension Insurance company on the local and international market. The following benefits had faced:

- Pension Analytics® enhances the core pension system, enabling all agents to enter its contracts and in the same time it is optimizing the work of the HQs

staff, as well as streamlines the control over insurance contracts, insurance accounts, agency commissions and statistical reports for pension insurance contracts.

- Pension Analytics® solution provides a portal for insured persons to monitor the dynamic of its insurance accounts
- Pension Analytics® enables real-time data related to agents and brokers paid commissions.
- Pension Analytics® enables control and out-of-the-box analytics of the entered data under the insurance contracts.
- Data and Analytics – leveraging know-how on big data and analytics matched with an intuitive design and user friendly CX, provide differentiation to our clients with positive feedback from customers and brokers;
- Pension Analytics® enables the employees at the Pension Fund HQs to control the entered PO contracts and return them for correction and further processing.
- Individual Pension accounts can be assessed online, where the insured individuals can provide legally required information and benefit from cross-sell campaign and bundles.