



Global life insurer boosts customer loyalty and achieves a 24% uplift in email open rates



Capgemini helped the insurer elevate its customer experience by enabling personalization, improving campaign performance, and building a scalable, future-ready marketing foundation

Client: Leading global life insurer

Region: United States

Industry: Insurance

Client challenge: The company aimed to engage its existing customers and capture prospects with a more targeted, audience-centric outreach. However, fragmented data and limited personalization capabilities were preventing the company from delivering a consistent digital experience for customers.

Solution: In partnership with Capgemini, the insurer set up a unified Customer Data Platform (CDP) leveraging Adobe technology. It helped harness real-time personalization and deliver scalable marketing capabilities across its channels and lines of business – while improving reporting and attribution, too.

Benefits:

- Reduced retargeting campaign timelines from one day to five minutes
- Improved email open rates by 24%
- Increased quote generation by 60%
- Built a scalable foundation for future marketing initiatives

To use data more effectively and elevate customer experience, a major US-based insurance company partnered with Capgemini to implement an Adobe-based CDP. With a more unified and actionable data foundation, the company was able to strengthen its customer relationship and improve retention.



Opportunity for personalization at scale

A leading global insurer was committed to delivering an exceptional customer experience across its diverse product portfolio. As digital engagement grew, the company recognized the need for a unified, data-driven foundation to engage its customers better. The challenge was clear: address the fragmented data and limited personalization capabilities that were holding it back from delivering meaningful, timely interactions.

To overcome these barriers, the insurer sought a transformation partner that could build a robust CDP – one that could unify data across channels, lines of business, and customer journeys. Capgemini was selected for its proven expertise in marketing technology, and strong partnerships with Adobe and other global digital platforms.

But this transformation wasn't just about improving short-term engagement: it was about laying the groundwork for future marketing excellence.

Implementing a flexible, unified platform

Capgemini's approach focused on building the right foundation while ensuring rapid success. Leveraging its patented Applied Innovation Exchange (AIE) facility, Capgemini kickstarted the project with accelerated workshops to define detailed use cases, journey maps, and implementation roadmaps. This strategic kick-off aligned stakeholders and set clear expectations from the outset.

The solution integrated Adobe's CDP capabilities to unify customer profile and event data, creating

a comprehensive, 360° view of each customer. Advanced AI-driven models like Customer AI and Attribution AI were incorporated to enhance propensity scoring, improve conversion rates, and reduce churn. Additionally, the team also developed journey dashboards for cross-channel reporting and attribution, giving the insurer actionable insights into campaign performance.

Capgemini and the insurer further implemented streaming ingestion capabilities to enable near real-time personalization across multiple channels, so the company could reach customers with hyper-personalized offers at the right moment.

Building loyalty with each interaction

With the new foundational CDP in place, the insurer is now positioned to deliver a highly personalized customer experience across its digital ecosystem. The solution is already improving customer retention, accelerating new customer acquisition, and enabling timely, relevant engagement. By consolidating data and leveraging advanced analytics, the insurer can now identify key audience segments and tailor interactions to meet their unique needs.

Beyond meeting the company's immediate objectives, the project has set the stage for future innovation. Its scalable architecture has opened the door to additional capabilities, like advanced marketing automation and AI-driven insights, that can be seamlessly integrated over time.

The global insurer has renewed its commitment to its customers. Every interaction has become an opportunity to build trust, deepen customer relationships, and foster lasting loyalty.

About Capgemini

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