



How to win your customers' hearts using AI ACHMEA

Jeroen Dijkstra, Manager Omnichannel Personalization, Achmea
Rita van Tilbeurgh, Personalisatie Marketeer, Achmea





**How to win your
customers' hearts**



achmea 

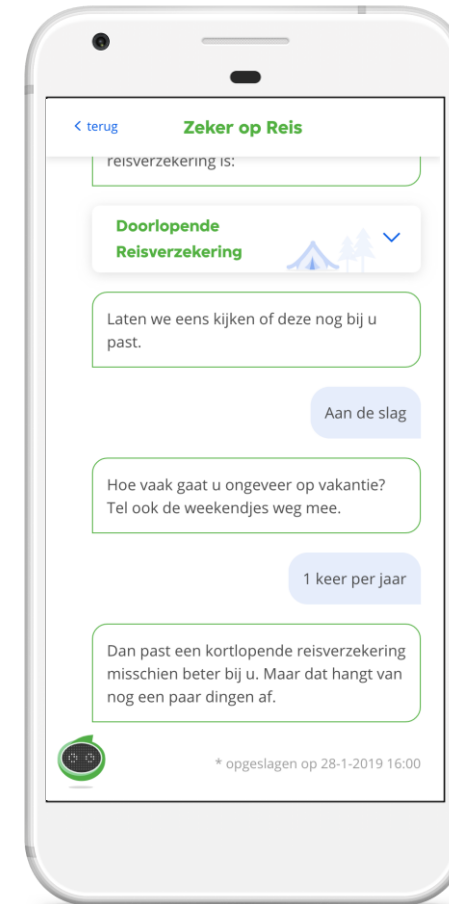
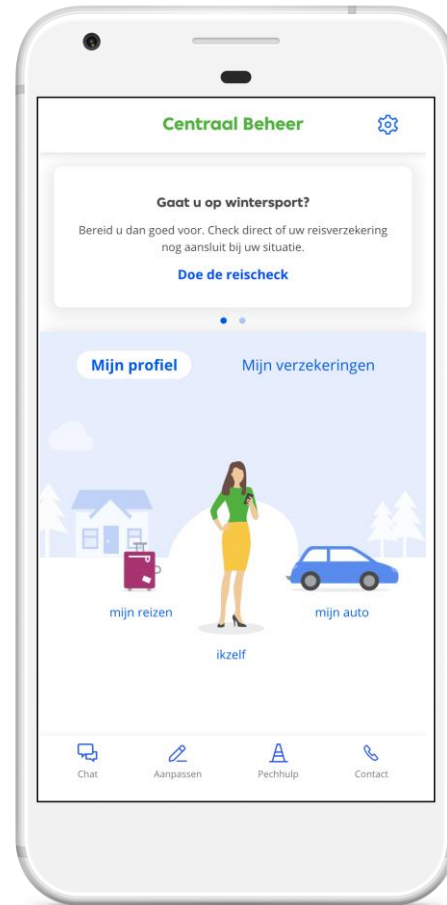
Achmea Brands



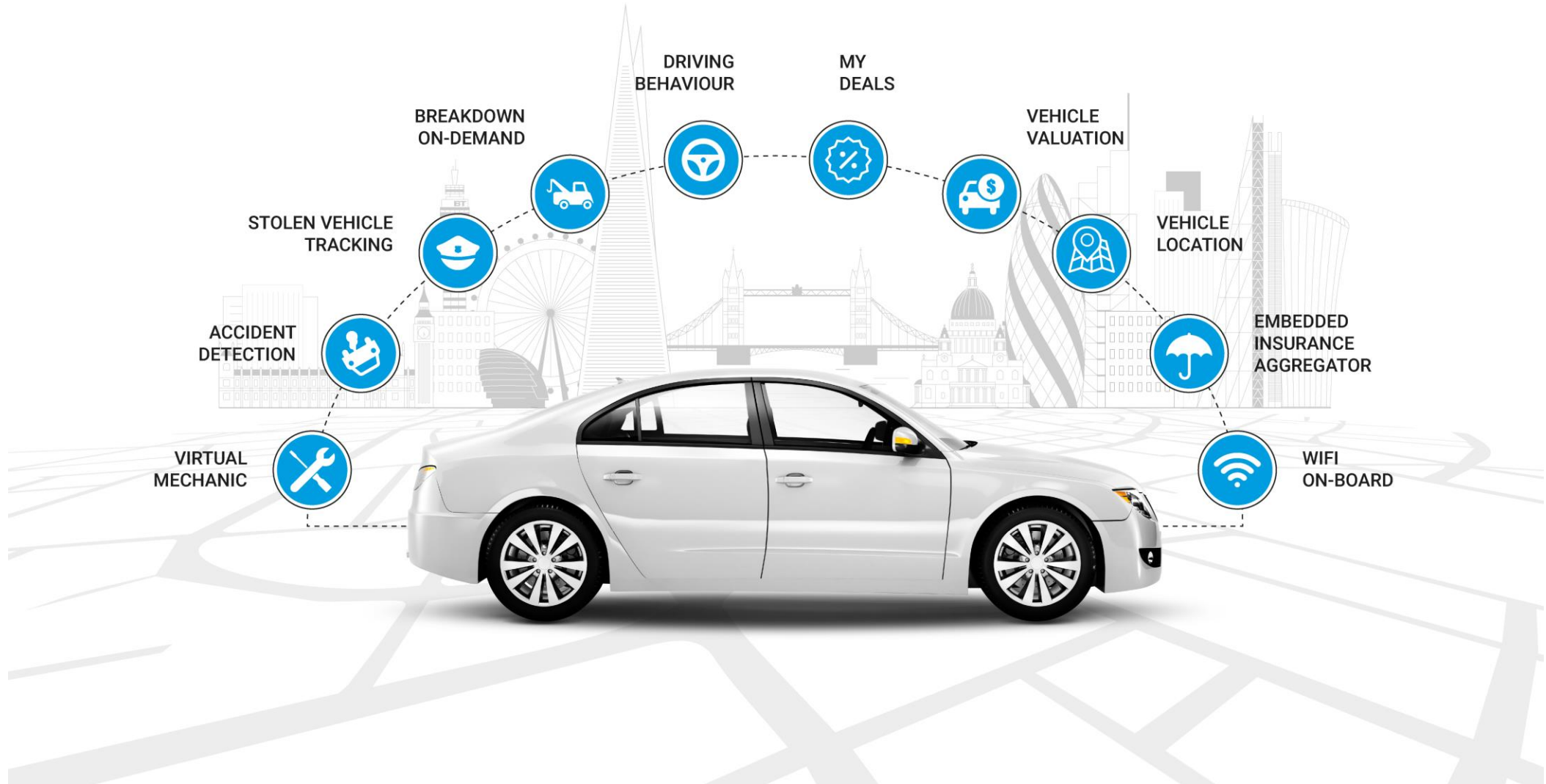
Even
Apeldoorn
bellen.

Personal Insurance

Automated insurance check with conversational dialogue



Usage based Insurance



Hyperpersonalization is possible thanks to data



Customers of Centraal Beheer have the most personal and relevant customer engagement in the world





Faster than
realtime

Omnichannel

GDPR

Personal
Assistant

Artificial
Intelligent

**Customer
Engagement**

MarTech

Marketing
Automation

Hyper
Personalization

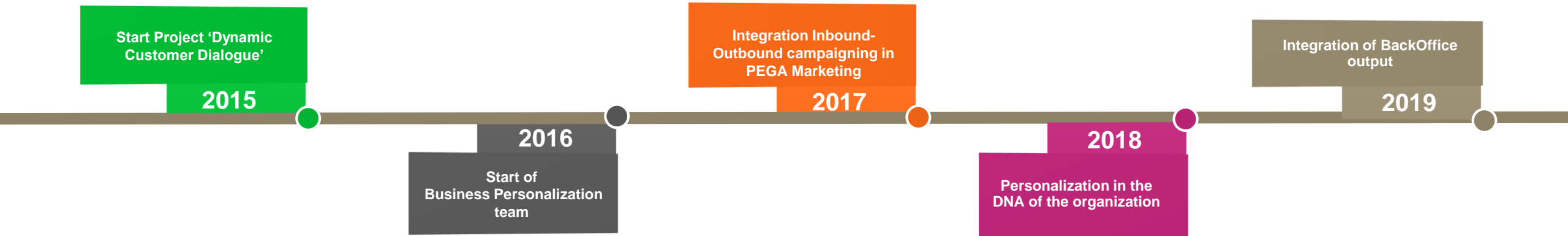
Internet of
Things

Always-on



**Customer centricity in
the customer dialogue**

Personalization journey of Centraal Beheer



Traditional customer engagement in silo's



Building a new agile team and application

Prioritize high impact use cases to drive the goals of the multi-disciplinary agile team



Pega Customer Decision Hub



Business personalization team in place

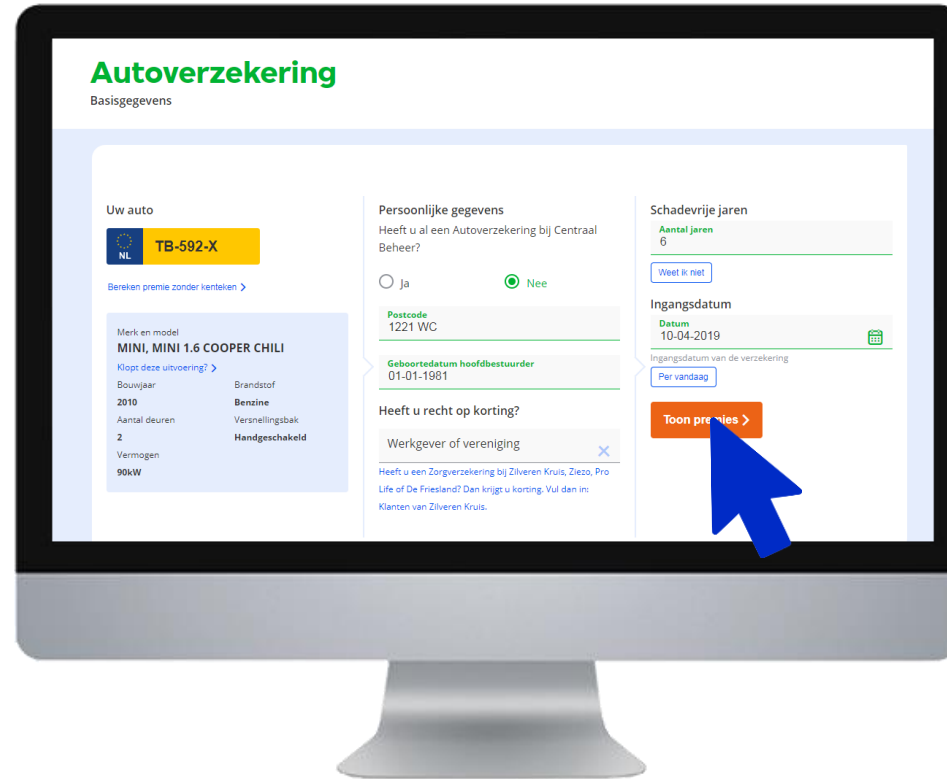
Marketing Automation team as connector between business & IT



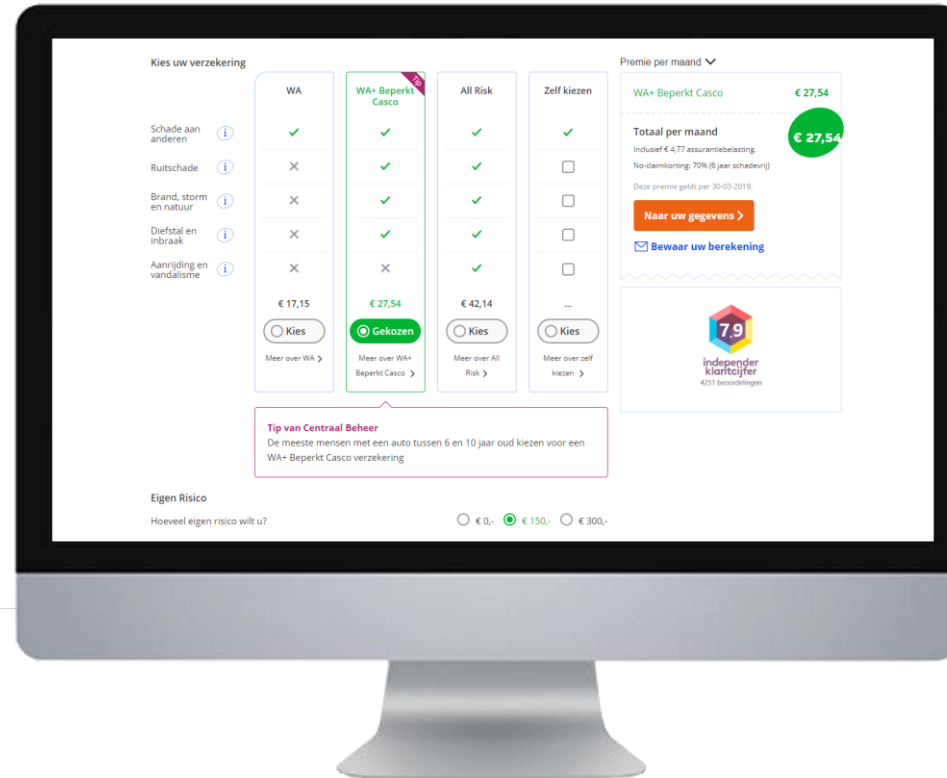
Use case driven deployment



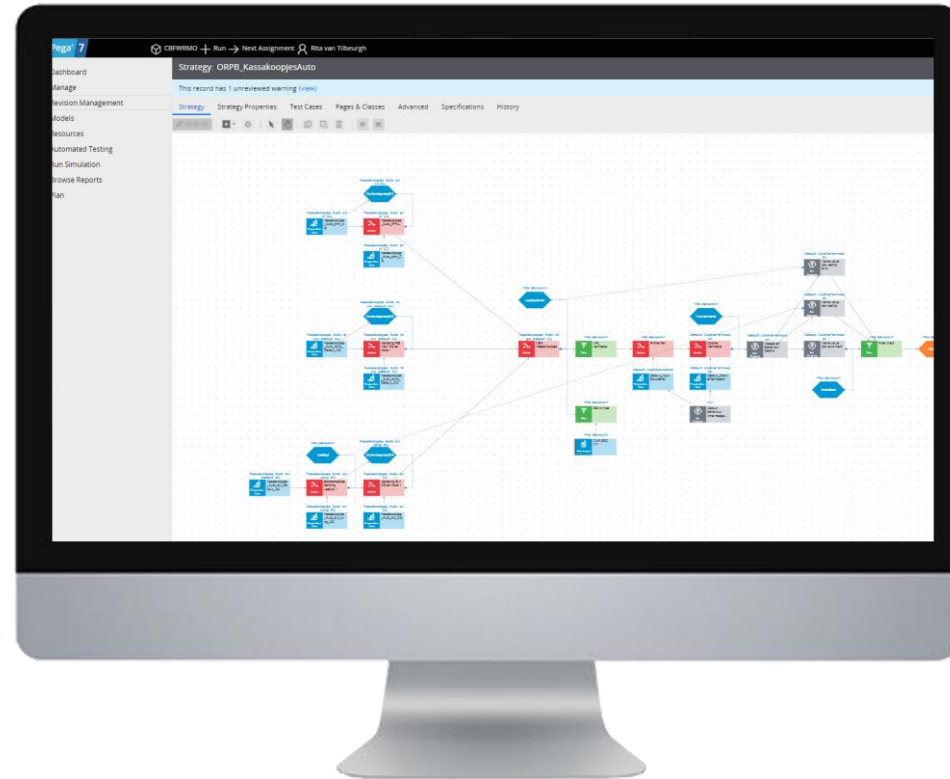
Personalization within the sales funnel



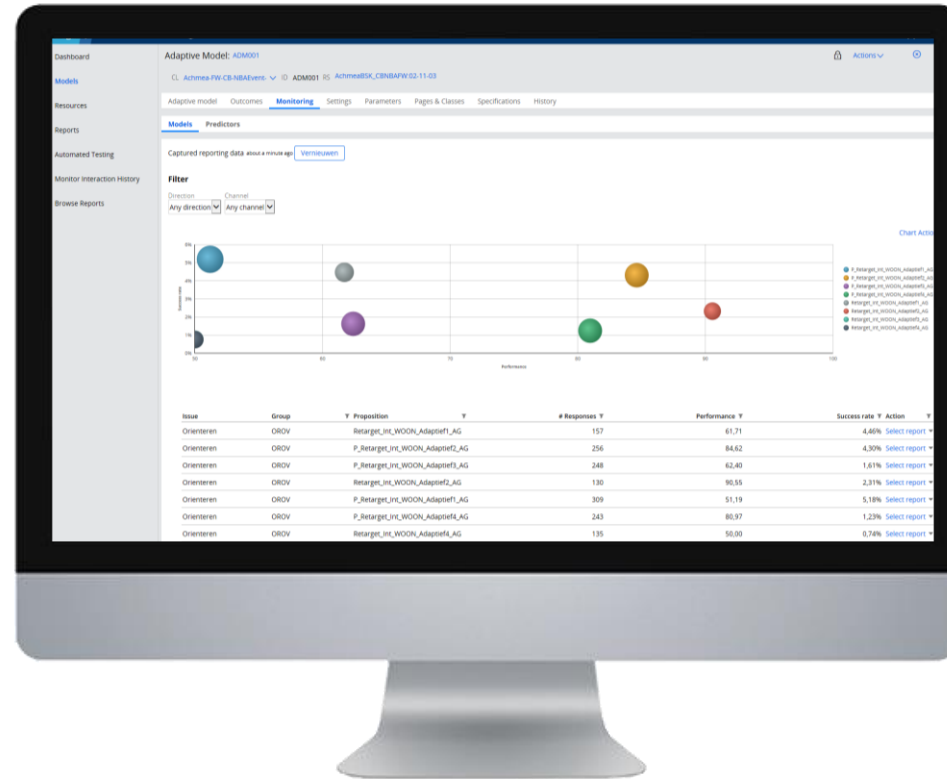
Personalization within the sales funnel



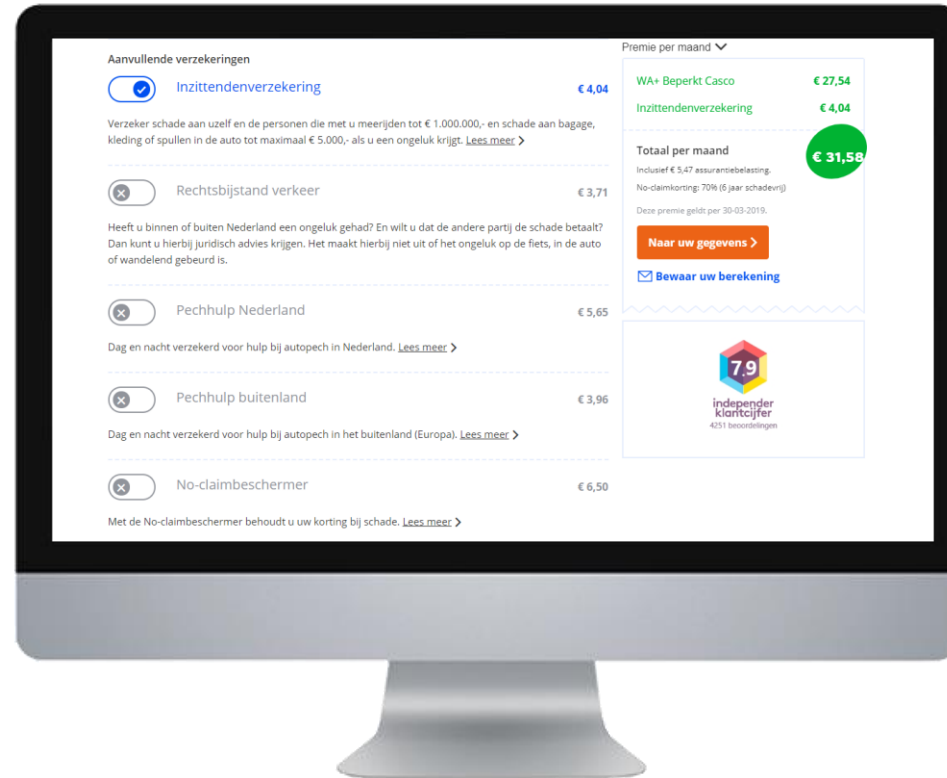
Personalization within the sales funnel



Personalization within the sales funnel



Personalization within the sales funnel

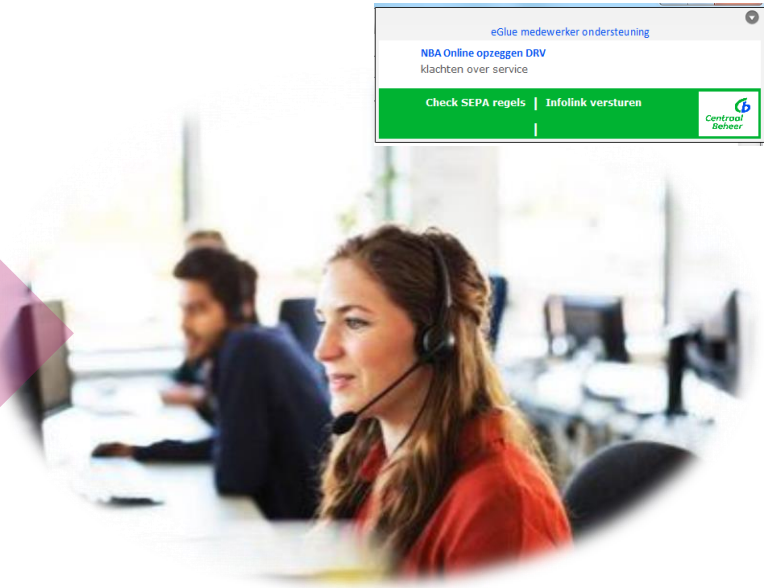
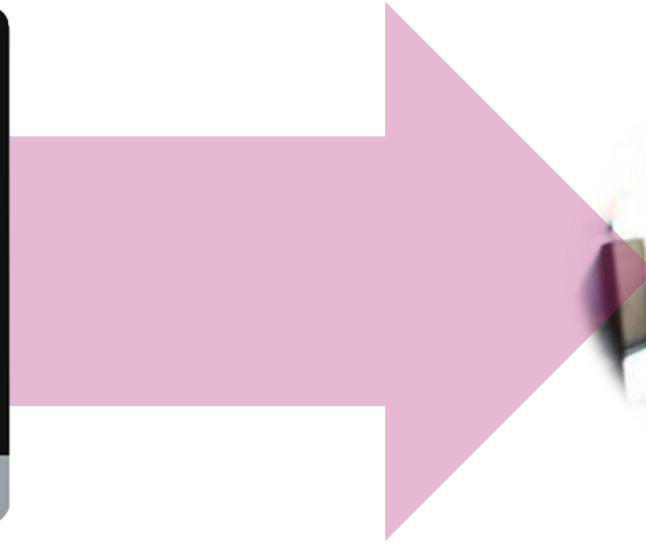


Personalization has significant impact

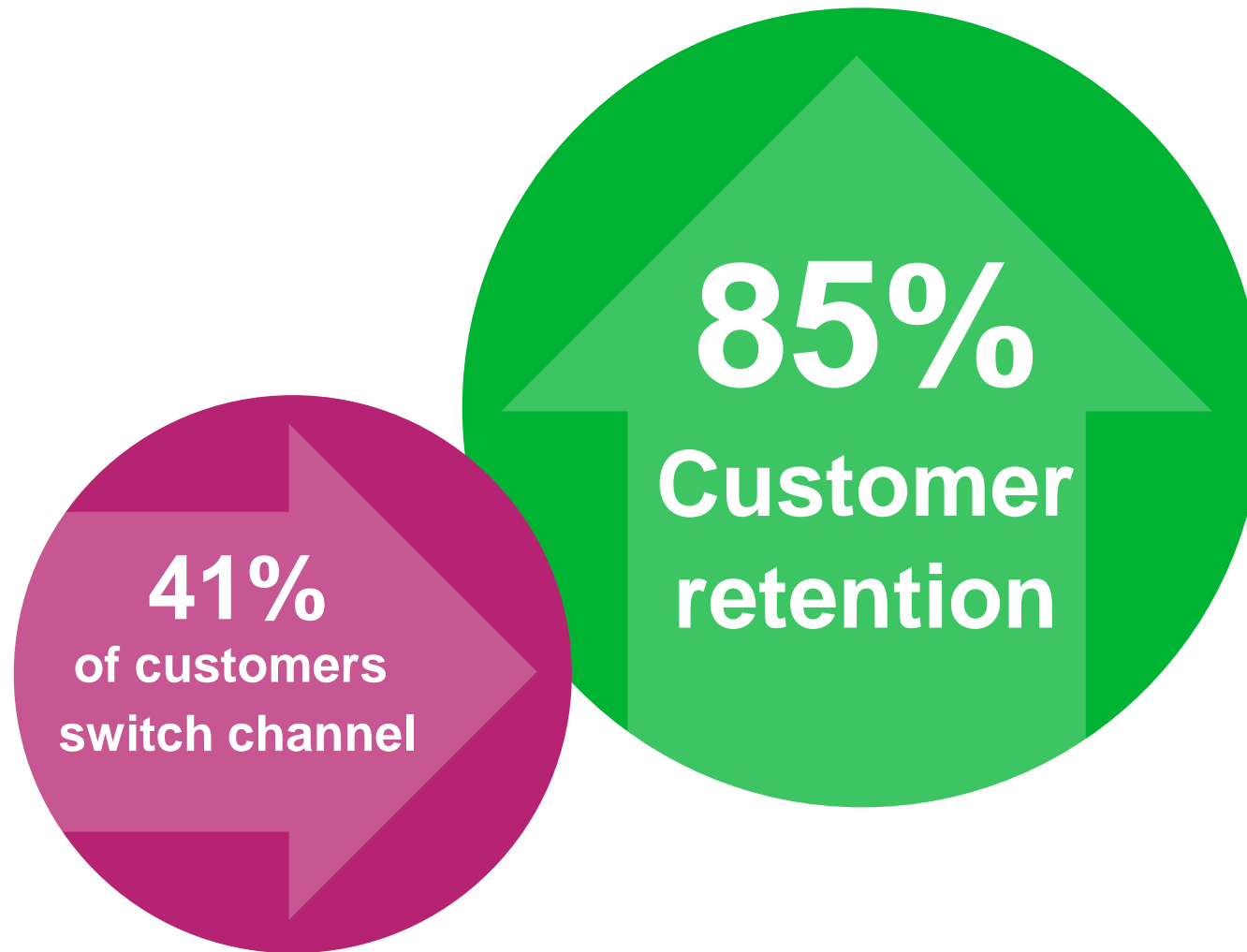


Cross-channel cases

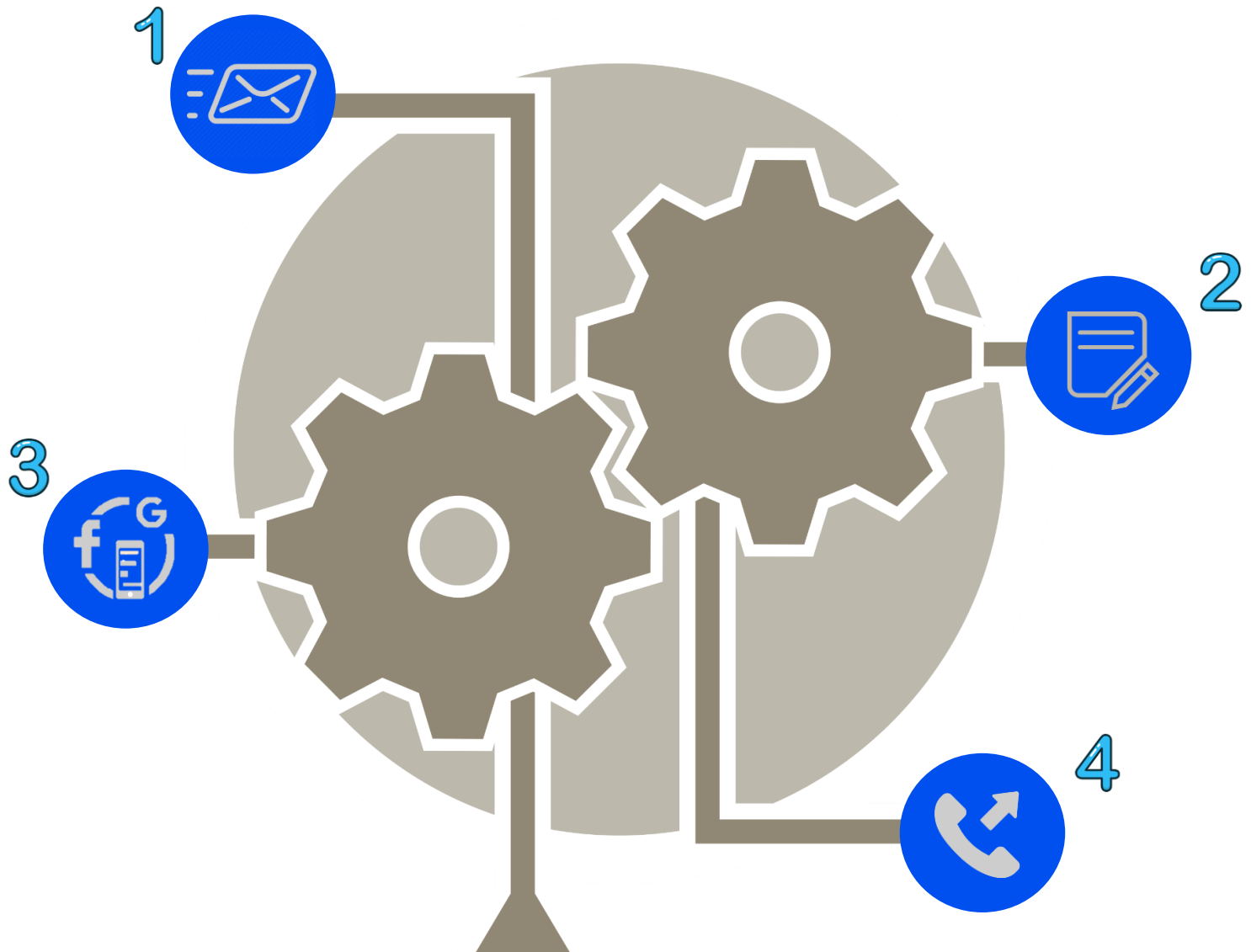
Use of customer data across channels to serve the customer



Personalization has significant impact



Integration Inbound-Outbound campaigning





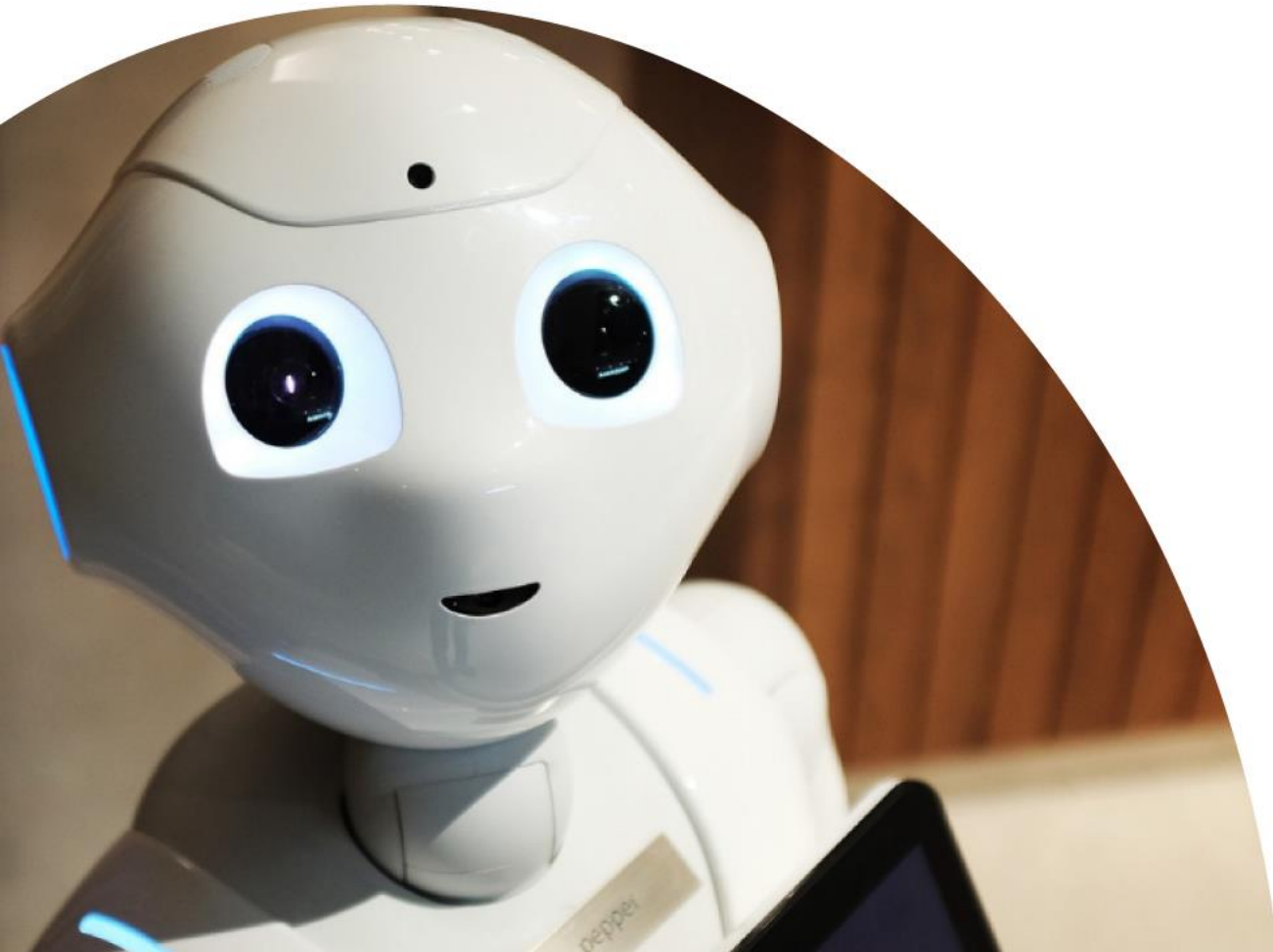
Omnichannel Customer Engagement



**Use cases drive your
Personalization roadmap**



Personalization in the DNA of your organization



Thank you!