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How To Win Your Customers' Hearts.

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Manager Omnichannel Personalisation

Rita van Tilbeurgh
Personalisation Marketeer

ACHMEA

Centraal Beheer

How to win your customers' hearts

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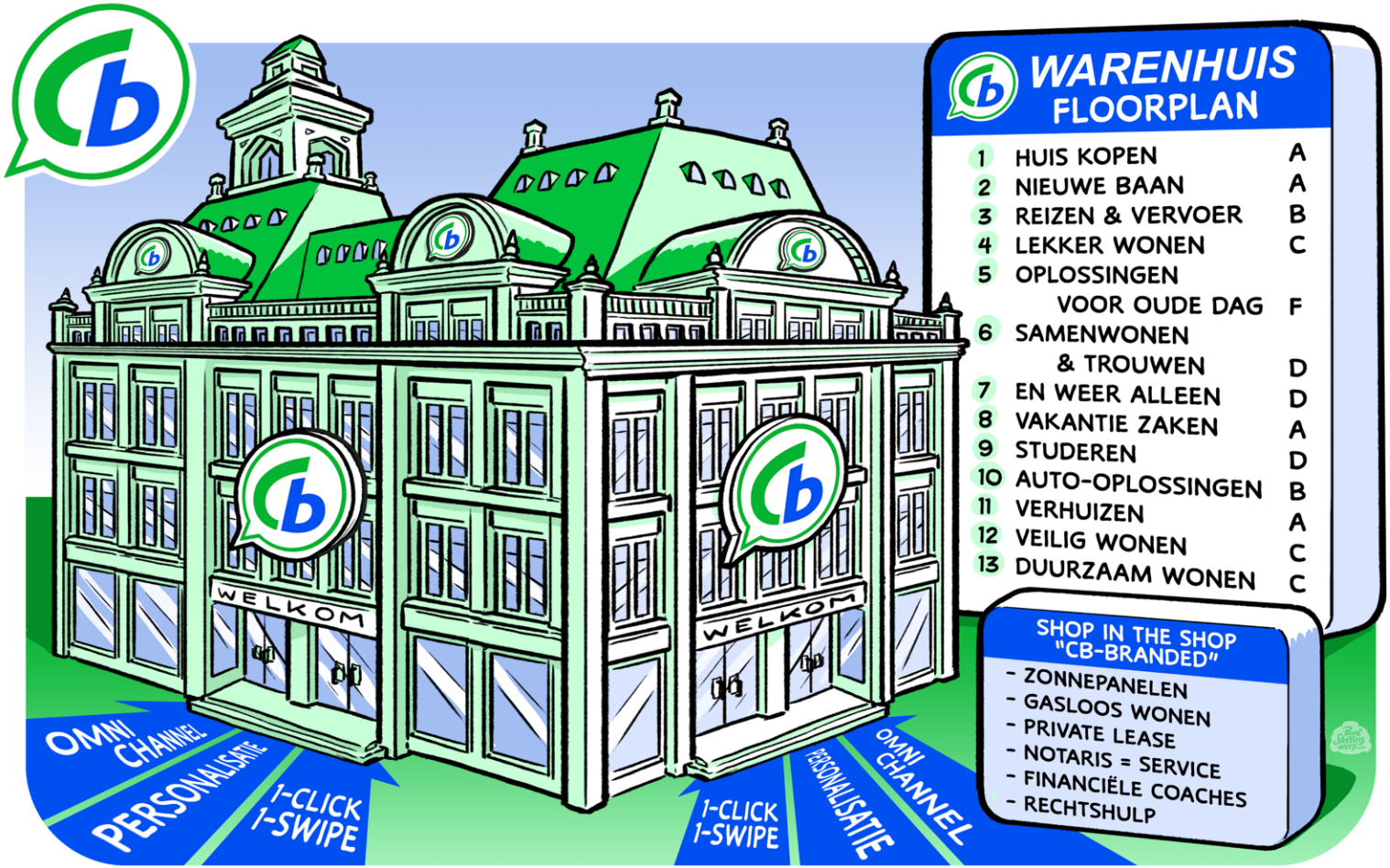
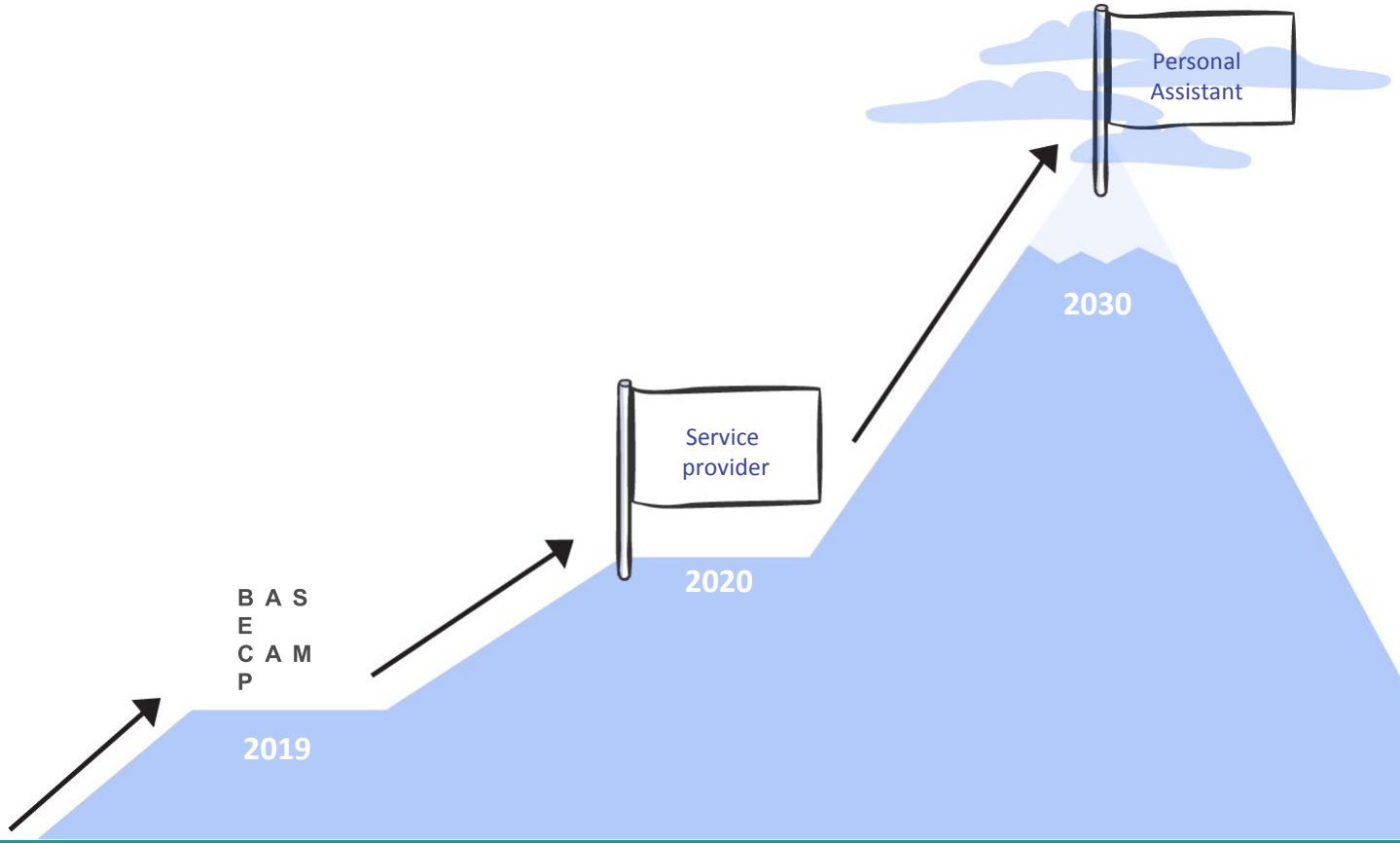
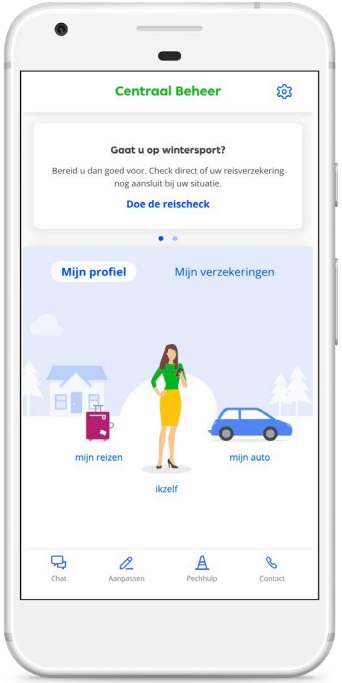
Achmea Brands


WARENHUIS
FLOORPLAN
1 HUIS KOPEN A
2 NIEUWE BAAN A
3 REIZEN & VERVOER B
4 LEKKER WONEN C
5 OPLOSSINGEN VOOR OUDE DAG F
6 SAMENWONEN & TROUWEN D
7 EN WEER ALLEEN D
8 VAKANTIE ZAKEN A
9 STUDEREN D
10 AUTO-OPLOSSINGEN B
11 VERHUIZEN A
12 VEILIG WONEN C
13 DUURZAAM WONEN C
SHOP IN THE SHOP "CB-BRANDED"
- ZONNEPANELEN
- GASLOOS WONEN
- PRIVATE LEASE
- NOTARIS = SERVICE
- FINANCIËLE COACHES
- RECHTSHULP
WELKOM
WELKOM
OMNI CHANNEL
PERSONALISATIE
1-CLICK 1-SWIPE
1-CLICK 1-SWIPE
PERSONALISATIE
OMNI CHANNEL

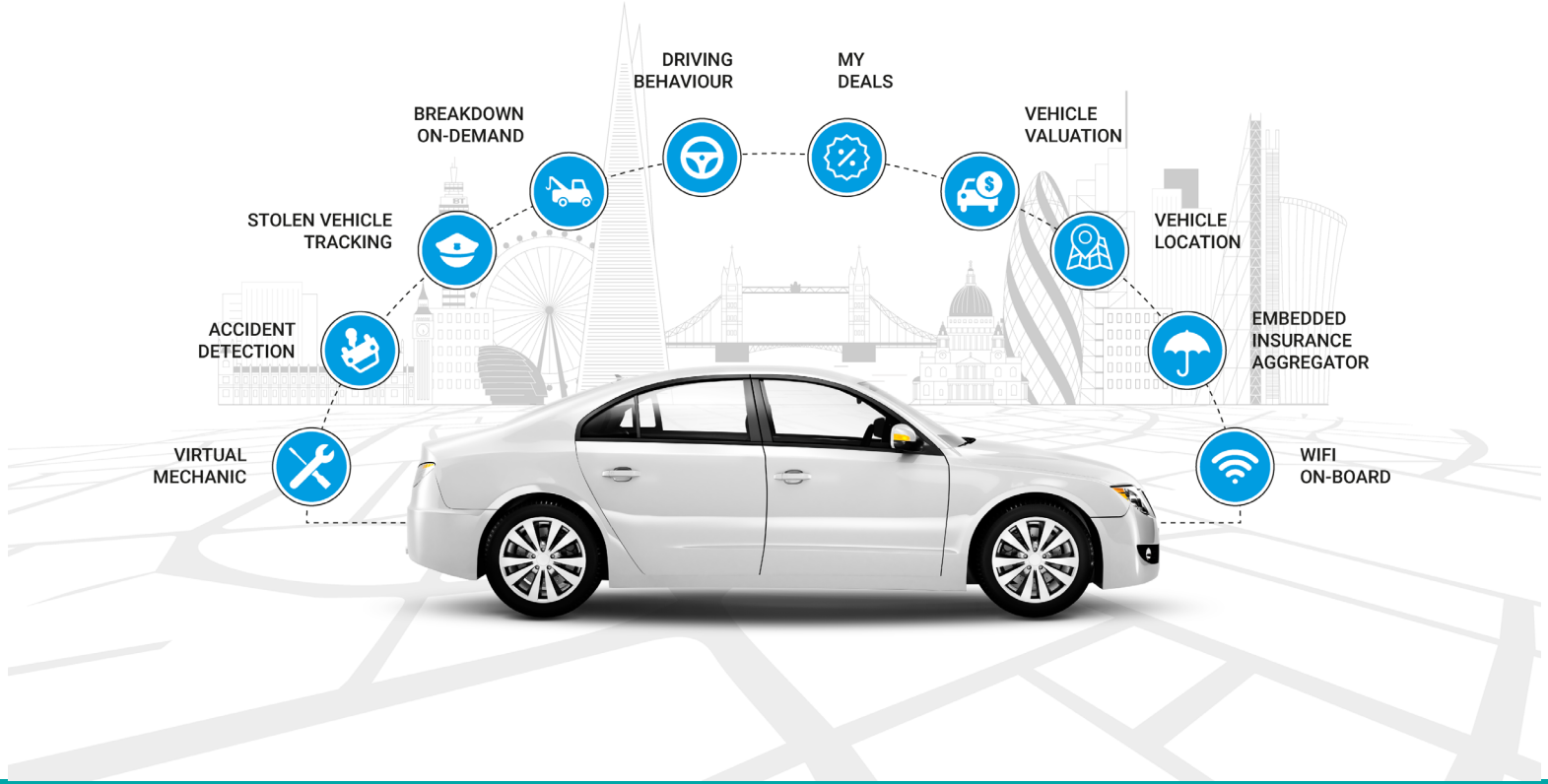

Personal
Assistant
2030
Service
provider
2020
B A S
E
C A M
P
2019

Personal Insurance

Automated insurance check with conversational dialogue

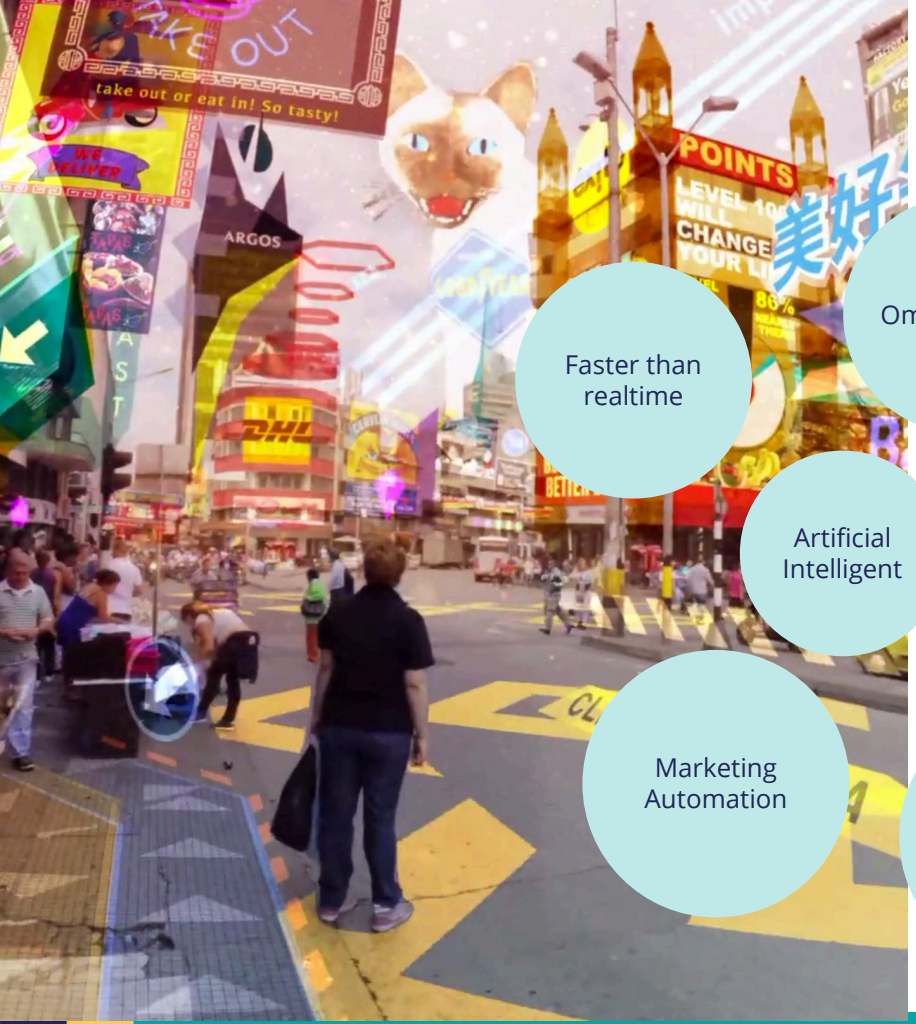


Usage based Insurance



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

Always-on

Internet of Things

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 usecases to drive the goals of the multidisciplinary agile team

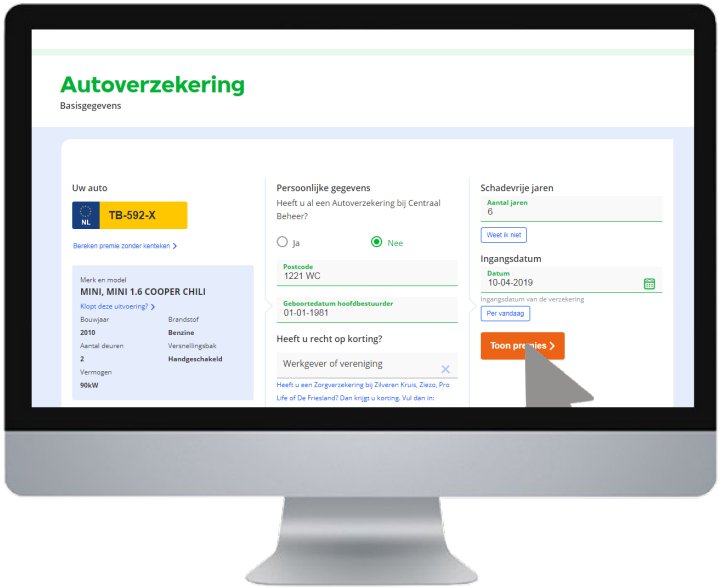
Business personalization team in place

Marketing Automation team as connector between business & IT

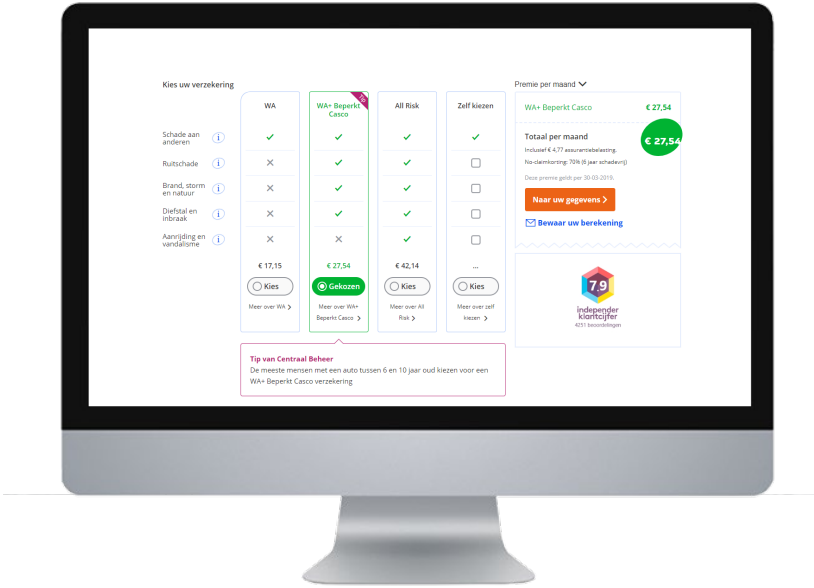
Personalization in the DNA of your organization

Use case driven deployment

Personalization within the sales funnel



Personalization within the sales funnel



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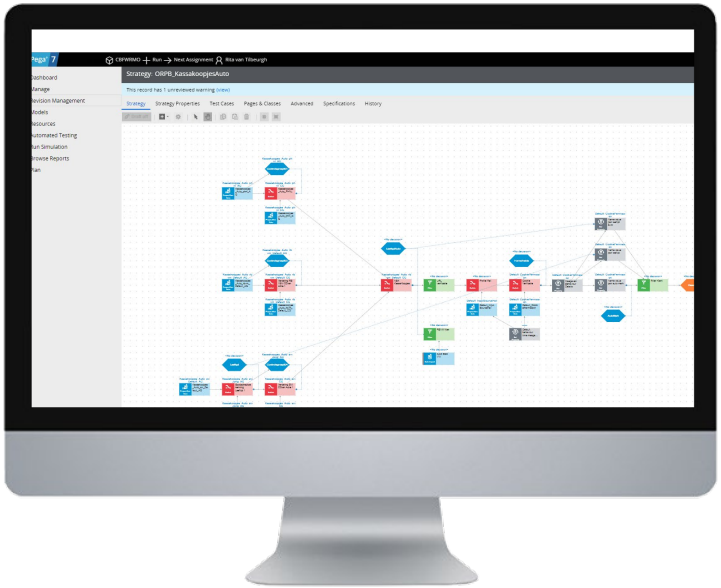

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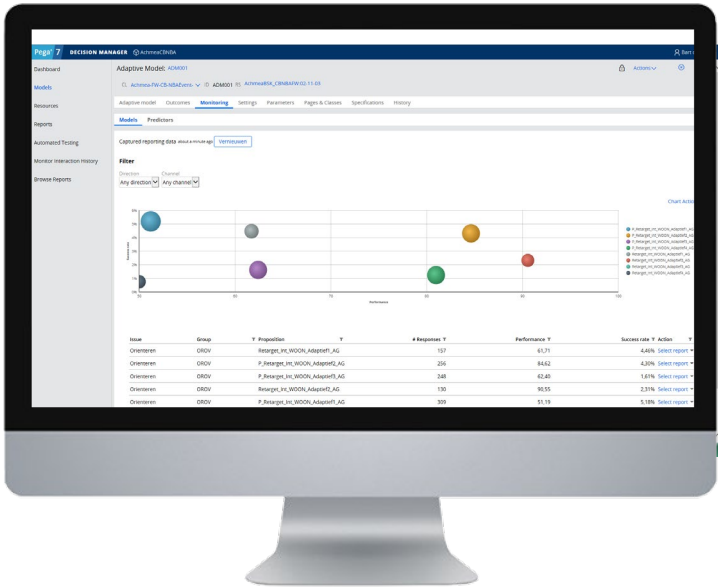

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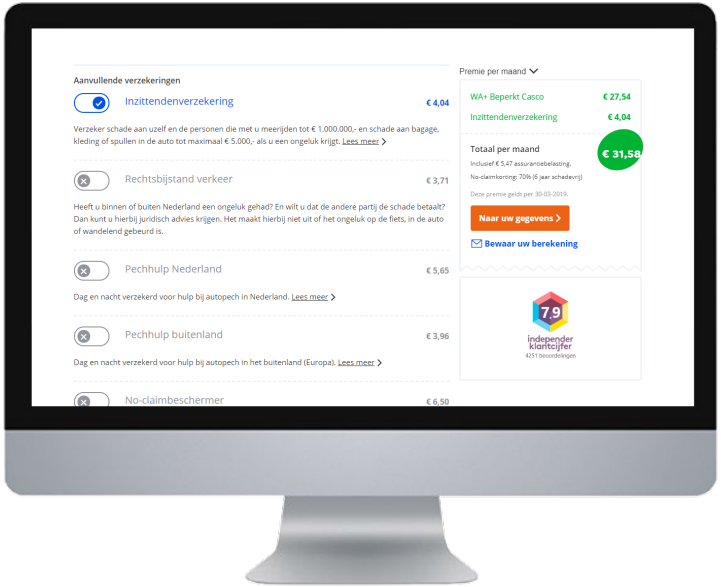
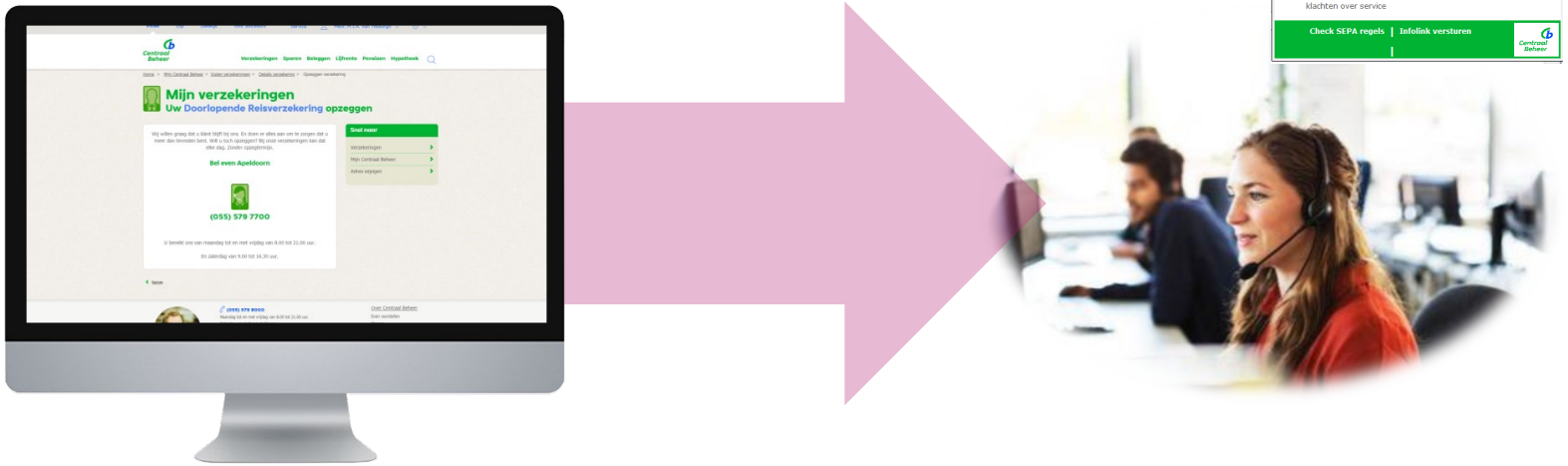


Personalization has significant impact

Usecases drive your Personalization roadmap

Cross-channel cases

Use of customer data across channels to serve the customer



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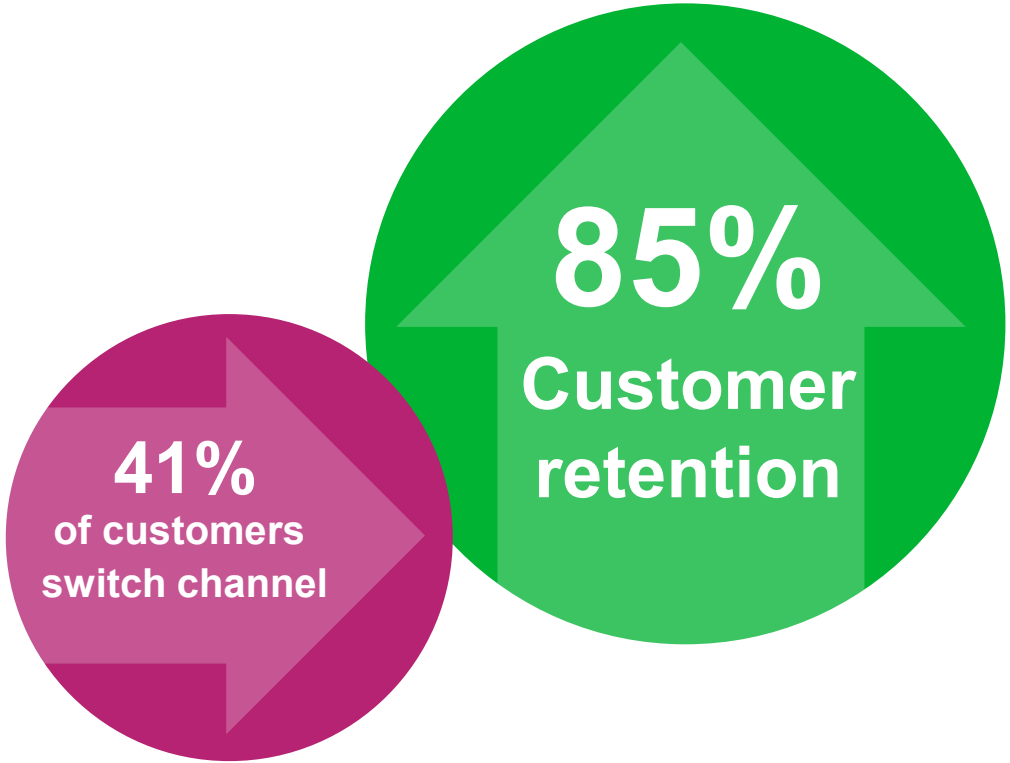
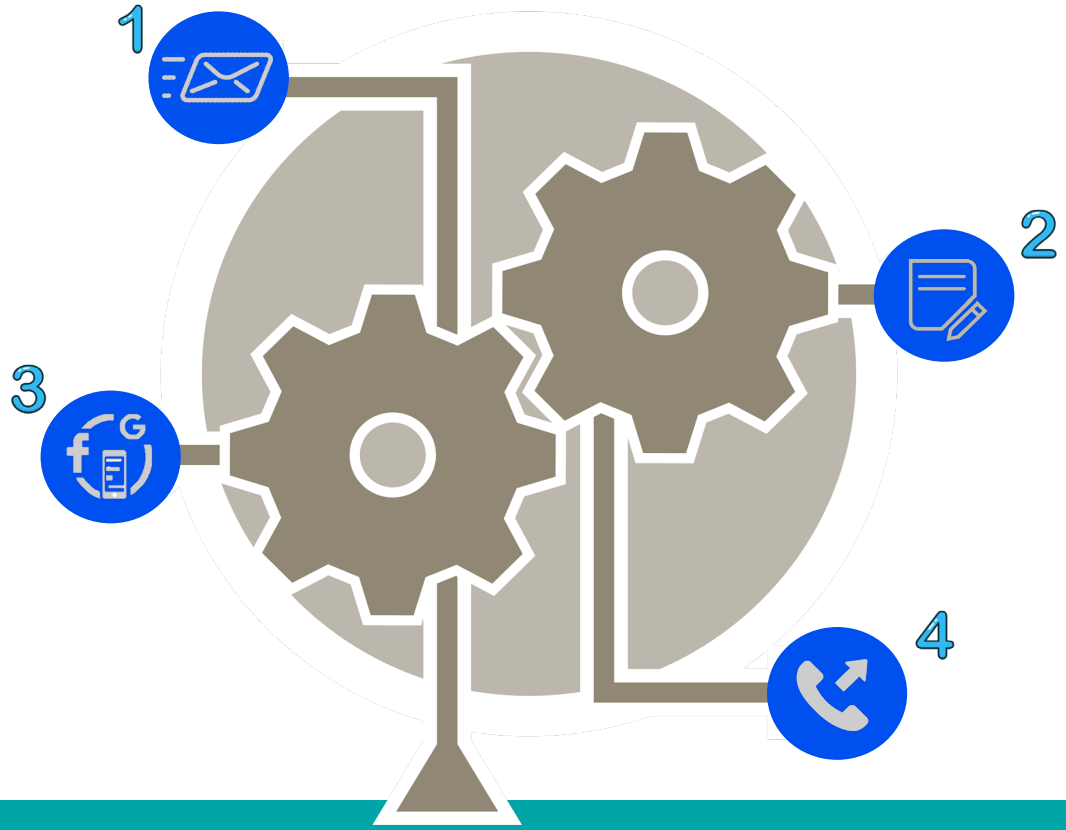


Migrating outbound campaigning

Integration Inbound-Outbound campaigning



Omnichannel Customer Engagement

Critical success factors

- Personalization in the DNA of your organization
- Usecases drive your Personalization roadmap
- Omnichannel Customer Engagement

Thank you!

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