PEMCO Insurance
Customer Retention
Case Study

Overview

How PEMCO boosted its customer retention and outreach efficiency by identifying the customers that are likely to cancel or churn, and by reaching out via the right channels, thanks to **Customer Retention Solution** built on **TAZI ML Platform.**

Problem

Identifying and targeting specific customer segments prone to churn and implement strategies to retain them.

Challenge

Uncovering complex data patterns to predict customer segments with a high likelihood of churn in the future. Reaching out to potential churners at the right time to prevent churn and increase customer lifetime value.

Approach

Leveraging TAZI's easy-to-use and continuous machine learning technology, PEMCO was able to determine customer segments with a high probability of cancellation or churn, and effectively reached out to them at the right time through the right channel and empowering their outreach and sales teams with actionable insights. This strategic, data-driven approach to predicting and addressing customer churn, while prioritizing effective communication, significantly increased Pemco's customer lifetime value by retaining customers with lower claim risks.

Outcome

3x

Tripled the outreach team's efficiency

14

ROI in 14 days

≈$1M

Monthly savings in Q1 terms of customer retention

Conclusion

The implementation of **continuous learning technology** and a **business-focused approach** resulted in a **three fold increase** in the efficiency of PEMCO's outreach team. The savings due to customer retention increased to **$2.3 Million** in the first quarter alone. The churn prediction and prevention models were developed in collaboration with not only the data and business intelligence, but also the customer outreach team's efforts, making sure that the models were aligned with and improved their business processes.

Testimonial

"**TAZI makes machine learning accessible to organizations without large data science teams.**"

Business Intelligence Analyst