



# Creating a winning platform for healthy customer relationships

For insurance providers, a wellness-based loyalty program is a uniquely natural fit. Members get the physical and financial benefits of healthy living. Insurers get a wide open door to customer dialogue and data. It's a win-win proposition that's been working well for this major insurance client.

## The challenge

The program aimed to encourage and reward members for improvements in health and financial wellness behaviour. To achieve objectives, the client needed to increase member touchpoints, improve data collection and maximise opportunities for customer analytics. This would support efforts to cross- and up-sell financial products, improve the relevance of member communications and raise contact centre service levels.

## Our involvement

Achievement Awards Group created the client's existing loyalty program, which had been enhanced and refreshed over the course of our 8-year partnership. In this relaunch, we collaborated with the client to overhaul the program structure, modernise the look and feel, and energise personal engagement with the serious business of financial services.

- Designed and developed real-time integration with 10 benefits partners. The partner list continues to grow
- Established a first-stop call centre and administration hub
  - A dedicated team of 13 agents handle thousands of daily queries
  - Queries resolved within 24 to 48 hours of receipt
  - Service levels are consistent at 98%
- Developed a loyalty platform and database to house over 2 million client portfolios. Systems were scalable for future growth
- Created a purpose-built CRM system to manage and house all member queries, resulting in incisive and targeted handling of member interactions
- System generated communications include welcome messages, reminders, birthday greetings, transactional text messages and program emails
- Created a program to collate and feed program benefit usage data into the client's business intelligence repository. The information assists cross-and up-selling efforts
- Developed real-time look-up into company systems, making it fast and easy to make up-to-the-minute client record updates, as well as enabling live new member acquisition
- New program enhancements include a state-of-the-art tiering system and points calculator.

## The Science and Art of Business and People Performance

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## Results

From the start, the program has maintained a steady growth in membership, with very low attrition.

<5%	member attrition
10	current benefit partners
1.5m+	contact centre engagements
98%	consistent adherence to contact centre service levels
2.5m+	targeted communications sent
100+	client program reports generated monthly
4bn+/-	records processed

## Vital statistics

**Product category:**  
Proprietary Loyalty



**Budget category:**  
R100m

**Number of participants:**  
150 000

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Loyalty Solutions & Services