

Case Study

Keeping customers at the core of their business

Staysure offer comprehensive and affordable travel insurance to a growing demographic of the over 50s and were voted the UK's Most Trusted Travel Insurance Provider (Moneywise 2018).



Challenge

Staysure strive to always treat their customers as people and not numbers. They therefore wanted to combine their disparate data sets and create a single view of their customer base. This would enable them to better understand their fast-growing audience, build relevant experiences and grow their customer relationships. It was imperative that Staysure were able to use this new solution to generate timely, accurate and actionable business insight as well as enabling them to conduct campaign work.



Solution

REaD Group worked with Staysure to develop an SCV solution to support their analytics, reporting and marketing communication programmes - including triggered communications. An integral aspect of the solution was ensuring that the data was easily accessible for interrogation by Staysure users. To achieve this REaD Group designed and implemented an SCV which was accessible via a FastStats system. This presented the Staysure data structure in a logical way and allowed users to easily gain strategic insight from the system.



Outcomes

With the introduction of the SCV, Staysure's analytical and marketing teams have the ability to deliver multi-channel communications, produce key reporting, analytics and campaign automation - allowing them to better understand and treat their customers as individuals, and to maintain their position as the UK's most trusted travel insurance provider.

“ Working collaboratively with REaD Group has been instrumental in enhancing our data and marketing strategy. We now have the capability to see an accurate, real-time view of our customer base – providing invaluable insight and enabling us to ensure we are taking a highly targeted and customer focussed approach. This has resulted in significant steps towards increasing our retention rates and LTV.

We are excited to continue working with the REaD Group team. ”

Brad May, Chief Marketing Officer



Want to know more?
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