

Boosting Customer Experience with Footprints AI for ASIROM.



Case study overview

Footprints AI is a leading data, AI, and automation platform for the retail industry in Romania. Utilizing geolocation and artificial intelligence, Footprints AI helps companies create ongoing relationships with customers through hyper-personalization and automation of the relationship management process. One of the most recent partners to join the Footprints AI portfolio is ASIROM, a Romanian division of the Vienna Insurance Group, the leading insurance group in Central and Eastern Europe.

ASIROM has been looking to digitize their insurance products and streamline their internal processes to improve customer satisfaction. To meet this challenge, ASIROM has implemented Footprints AI, which applies data geolocation, customer profiling, AI, and automation technology to remove administrative elements from the customer-agent-organization relationship. The results have been impressive, with a 32% decrease in the effort of ASIROM's sales consultants and an average decrease in the total cost of customer acquisition.

"Footprints AI is the Uber AI technology for our sales workforce - it has revolutionized the way we interact with our customers, removing administrative elements and allowing our agents to focus on building relationships. Just as Uber has disrupted the transportation industry, Footprints AI has disrupted the insurance industry by providing a personalized and efficient customer experience that aligns with changing customer expectations."

Cristian Ionescu,
CEO of Asirom

Client

**ASIROM,
Vienna Insurance
Group**

Staff

450

Solution

Campaign
Automation

Leads Management
Automation

Profiling,
geolocation & AI

Mai liber!



Mi-aș asigura această senzație.
Înainte, îmi asigur viața.

Footprints AI unique capabilities

These unique capabilities are the key drivers behind the success of ASIROM's partnership with Footprints AI. The combination of geolocation, customer profiling, automation, and real-time performance overview provided a personalized and automated customer experience that improved the quality of interaction with customers and decreased the total cost of customer acquisition. The result was a more efficient and effective sales process and improved customer satisfaction.

- **Geolocation and AI.** Footprints AI applies geolocation and artificial intelligence technology to remove administrative elements from the customer-agent-organization relationship. This has resulted in a more efficient and effective sales process, with customers able to find the desired insurance product more easily and agents focusing solely on the customer relationship.
- **Automated Sales Activity Reporting.** Footprints AI provides automated sales activity reporting to both the customer and organization. This enables a complete overview of performance at the country, region, city, team, or agent level when it comes to sales activities and the success of these activities in the relationship with customers. This allows for better decision-

making and continuous improvement in the sales process.

- **Customer Profiling.** Footprints AI applies customer profiling to enable the creation of predictive media audiences. This has enabled ASIROM to apply data geolocation, AI, and automation technology to personalize and automate interactions with their customers. This has resulted in more efficient and effective customer relationship management and has improved the overall customer experience.
- **Omnichannel Experience.** Footprints AI enables an omnichannel experience, both offline and online, that aligns with changing customer expectations. The result was a high Net Promoter Score (+75), indicating customer satisfaction with the automated and highly personalized customer experience.



Channels

Web – Sales workforce – Social Media – Search Media

The Unique Solution for Insurance

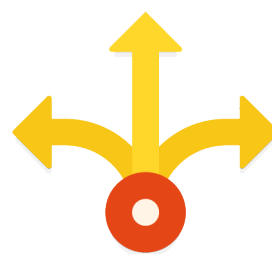
With Footprints AI, ASIROM has been able to automate and personalize the relationship management process, resulting in a more efficient and effective sales process. Customers are now able to find the desired insurance product more easily, while agents focus solely on the customer relationship. Footprints AI has removed the need for previously time-consuming tasks such as insurance quotes, customer servicing, and renewal services. This allows agents to invest the time difference in increasing the quality of the customer relationship and educating customers on how to use their insurance products.

The Results

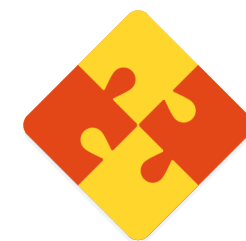
ASIROM has seen an average 32% decrease in agent effort, a decrease in the total cost of customer acquisition, and an increase in the quality of interaction with customers. Footprints AI has also provided a complete overview of performance at the country, region, city, team, or agent level when it comes to sales activities, enabling better decision-making and continuous improvement in the sales process. The high Net Promoter Score (+75) demonstrates customer satisfaction with the automated and highly personalized customer experience.



Complete 360 customer profiles that gives sales consultants leverage to their behavioral insights.



Hyper personalization at scale of all agent – to – prospect interactions.



Predictively target leads throughout sales funnel to increase conversion with the right offer at the right decision moment.

Highlights

Through the implementation of the Footprints solution, ASIROM has improved the overall customer experience, making it easier for customers to find the desired insurance product, and allowing agents to focus on building customer relationships. The results speak for themselves and demonstrate the power of Footprints in driving success for retail businesses. Footprints AI is the most advanced retail media platform in Romania and has helped ASIROM, and other retail businesses achieve better results through personalized, automated, and efficient interactions with their customers.

IMPACT

32% decrease in lead management costs.

CUSTOMER SATISFACTION

+75 NPS across sales interactions

IN-DEPTH PROFILING

0.2 million customers.

Let's get your retail to capitalize on the rise of the AI.

Footprints AI, 3 months to data-driven profits: Launch your retail media platform now.



www.footprintsforretail.com