HEXAWARE

Insurance

Customer Lifetime Value (CLV) Maximization Solution for Insurance

Flyer

Protect Premium. Grow Wallet. Maximize CLV.

Insurance economics are shifting. Acquisition costs are climbing, margins are squeezed by claims inflation, and price-comparison sites erode competitiveness.

The smarter growth strategy? Maximize the value of the customers you already have.

Winning a new policyholder is costly. Retaining the customers you already serve and expanding their portfolios delivers the best returns: protecting recurring premium, strengthening margins, and lowering acquisition spend.

Hexaware's AI-driven insurance CLV maximization solution brings unified intelligence, predictive analytics, and omnichannel orchestration to help insurers retain at-risk customers, expand product holdings, and materially lift Customer Lifetime Value (CLV).

Challenge	Impact
Fragmented customer view	Results in poorly timed or irrelevant renewal outreach, missed cross-sell opportunities, and inconsistent agent guidance.
Limited predictive signals for renewal	Instinct-based retention campaigns generate high false positives and negatives, wasting budget.
Channel and workflow disconnects (agent, digital, call center)	Creates friction at renewal points and poor customer experiences, reducing wallet share.
Manual, rule-based decisioning and weak orchestration	Slows response to online purchase behavior and limits the ability to scale personalized offers.
Governance and compliance constraints on pricing and targeting	Reluctance to use advanced analytics leads to conservative interventions and underperformance.
Poor measurement and attribution of retention spend	Lack of clear ROI signals results in under-optimized retention investments.

Hexaware's CLV Maximization Solution

- **Unified Customer Intelligence & Propensity Scoring**
  Single customer profile with explainable renewal propensity models that identify the top decile of at-risk customers driving ~60–80% of churn exposure.

- **External Market Benchmarking**
  Competitive rate and coverage comparators, feature matrices, and quote-bot signals that prove renewal value to customers.`

- **CLV-Led Prioritization & Offer Optimization**
  Rank interventions by net economic impact; a modest 2–4 percentage points (pp) lift in renewals translates into meaningful CLV gains.

Value You Gain

- **Increased Renewal Rate:** 2–4pp uplift→millions in retained premium
- **Improved Cross-Sell:** 3–5pp lift in wallet expansion
- **CLV Uplift:** 10–12% incremental CLV for targeted cohorts
- **Reduced CAC:** 10–30% reduction in acquisition spend
- **Higher Agent Productivity:** 10–25% improvement in renewal handling efficiency
- **Combined Ratio Improvement:** 25–100bps gain from reduced churn leakage
- **Faster Payback:** Positive NPV within 6–18 months
- **Operational Efficiency:** 10–30% reduction in training and handling time
- **Live KPI Dashboards:** Renewal rate, attach rate, incremental CLV, cost per retained customer, and payback period

Why Hexaware? Your Partner in Insurance Transformation

- **Insurance Expertise:** ~3,000 insurance specialists blending domain depth with technology skills
- **Proven Platforms:** Amaze®, RapidX™, and Tensai® accelerate delivery, scale, and quality
- **Global Capability Centers:** India, Mexico, Poland, U.S., Philippines, U.K. + AI/Guidewire/Duck Creek labs
- **Flexible Pricing Models:** Outcome-based, gainshare, token, and transaction-linked options

Let's Maximize CLV Together

Hexaware's CLV maximization solution turns renewal risk into strategic advantage—helping insurers retain customers, expand product holdings, and boost profitability with measurable results.

Start with a low-risk pilot to prove value quickly, then scale across products and channels to embed CLV growth at the heart of your business. Contact us at marketing@hexaware.com

About Hexaware

Hexaware is a global technology and business process services company. Every day, Hexawarians wake up with a singular purpose: to create smiles through great people and technology. With offices across the world, we empower enterprises worldwide to realize digital transformation at scale and speed by partnering with them to build, transform, run, and optimize their technology and business processes.

Learn more about Hexaware at https://www.hexaware.com.