

How Thailand's Leading Insurance Broker Boosted Online Sales and Retention with Aquient

Learn how Aquient helped Thailand's leading insurance broker to automate multichannel journeys, send personalized messages, and increase online sales, all while reducing acquisition costs.

Client: Insurance Broker

Industry: Motor Insurance

Technologies: Marketing Cloud, Interaction Studio, Financial Service Cloud

The insurance consumer journey starts online—often with search. Yet despite ranking #1 on Google, Thailand's leading insurance broker knew they were missing opportunities to increase online sales and reduce acquisition costs.

They needed a frictionless online-offline customer experience that would keep customers engaged throughout the buying process and beyond. Without one, the company wouldn't be able to optimize customer acquisition, improve retention, and maximize upselling and cross-selling opportunities.

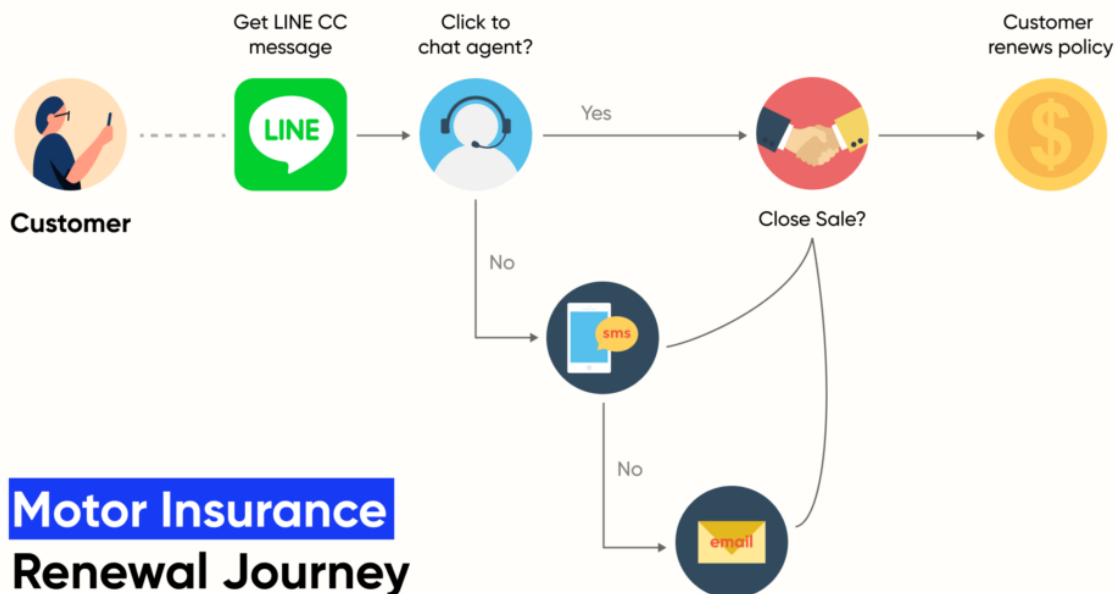
The insurance broker chose Aquient as a [Salesforce partner](#) to implement Marketing Cloud, Interaction Studio, and Financial Service Cloud to automate multichannel journeys with personalized outreach. The goal was to increase sales volume to 15 billion Thailand Baht (BT)—without hiring more employees.

The results:

- **72,000** new customers
- **16,000** customers retained
- **10%** increase in cross sell/upsell rates

The Backstory

The insurance broker had already launched a series of digital products as part of a digital transformation. They saw success with the Motor Insurance Renewal Journey, 90 Day Insurance Journey, and a lead acquisition web campaign, all of which helped boost sales.



But the company was still relying on a mix of manual agent outreach to online customers and automated outreach from its internal systems. This was a major problem, as the goal was to improve service and increase efficiency—in addition to driving sales. In short, the digital transformation was incomplete.

The Challenge

After implementing customer journeys, the insurance broker realized they were missing opportunities to:

- Improve lead acquisition rates
- Improve conversion rates and reduce acquisition costs
- Convert more sales online
- Increase customer lifetime value

To address each of these metrics, the company needed to optimize the user experience to encourage conversions and keep customers engaged with personalized conversations. That meant hiring a Salesforce partner that could set up and manage customized campaigns to meet each goal.

Why Aquient?

Aquient's expertise in Salesforce, campaign management service, success-based commission, and the lack of upfront costs were all major draws for the insurance broker. However, one of the biggest factors was our local Thai-speaking team. Our specialized expertise in the region and familiarity with the Thai market gave the company the confidence to hire us.

Scaling Customer Outreach

We started by A/B testing to determine customers' preferred method of outreach. In journeys, we used a split decision based on the channels:

- Line CC message
- SMS
- Email

We then created a control group to see the growth and compare the performance of each. Most of our conversions were attributed to Line CC. As a result, we prioritized the channel to ensure it had the highest performance of the three.

Email

Prior to working with Aquient, the insurance broker's email open rates were low compared to the industry average of 21.36%. Yet given email's high return on investment (ROI), we knew that it would play a vital role in the company's engagement strategy.

We recommended increasing the number of customer emails and using AI features to ensure customers get the right amount of messaging at the right time. We used:

- Marketing Cloud to engage with customers one on one
- Einstein Frequency Engagement to prevent customers from receiving too many emails
- Einstein Send Time Optimization and Engagement Frequency Splits to increase open rates
- Einstein AI to personalize and optimize outreach
- Interaction Studio to analyze buyer signals and create customer segments

Why Increase the Number of Emails?

The cost ratio of sending email is only 0.002%. By sending more emails, the insurance broker can:

- Generate more net revenue at the lowest cost
- Create more opportunities for conversion
- Provide an alternative channel for customers who aren't active online

How We Did It

We created a campaign that:

- Compensated customers who give the insurance broker their email or update an existing one
- Added requirements for email login on the insurance broker's website and app
- Trained call centers to verify email addresses for customers before ending a call.

This last piece helped us create a more seamless online-offline experience, as customers typically convert after an online search by calling.

Optimizing Email Open Rates

Improving email open rates was key for two reasons. It enabled the company to:

- Increase conversion rates at a lower cost
- Re-engage and win back dormant customers

How We Did It

We used email best practices to increase open rates such as A/B testing and personalization. The process included:

- Setting up A/B testing for timing of sending email to compare open rates
- Using Einstein AI features for email personalization and send time optimization
- Using Interaction Studio to add tracking to call-to-action (CTA) buttons to create segments that define customer interests

This allowed us to include additional touch points throughout the journey, without annoying customers.

The Results

After three months, **23% of customers** who completed the Motor Insurance 90 Day Renewal renewed their policies. The insurance broker acquired **72,000** new customers, retained **16,000** customers, and increased cross-sell and upsell rates by 10%.

Work with Us

Want to learn more about how Aquient can help you better connect with customers, create one-to-one journeys, and make smarter, more predictive decisions in real-time? [Contact us](#) today.