

Engagement Evolution

Petri Group Propelled Insurtech's Customer Engagement Solution to Prominence

CHALLENGE

The client, an insurtech, was at the forefront of developing customer engagement for the insurance industry. At the time, it was an emerging concept and not well understood by carriers and other target clients. A start-up with little market support and no brand awareness, the client knew they needed help defining their message and getting it out there.

SOLUTION

Petri Group created the client's value proposition and messaging to build brand awareness and highlight the benefits of customer engagement to the carriers, their clients, and advisors. We created a playbook that penetrated the market and helped them tell their story and promote their expertise through various approaches including:

- Cohesive story and sales pitch
- Revamped website
- Targeted emails
- Thought leadership white paper
- Trade shows
- Impact reports that demonstrated data and results to their clients

RESULTS

- **Doubled their ARR** and became the market leader for customer engagement in insurance
- **Propelled customer engagement** into a must-have for the insurance industry
- **Experienced a successful exit** as an insurtech

Work with us to define, elevate and propel your business to new heights.

Contact us at:

+1.609.529.5720

muriel.petri@petrigroup.com

www.petrigroup.com

