

InShared

LogiXML Delivers Key Performance Indicators for Efficient Online Interaction with Customers

“The value offered in relation to features and capabilities made us decide in favor of LogiXML.”

About InShared



Based in the Netherlands, InShared is a Web-based insurance company, offering quality products at an affordable

price. Built on the belief that prevention is the best cure, InShared rewards good and responsible behavior, not passing increased premiums on to those who live responsibly because of those who do not. Priding themselves in complete transparency, their financial records are open for all to see that they stand behind this promise.

The Issue

Says Peter Toonen, IT manager at InShared, “we are a unique insurance company in the Dutch market. We deliver our products and services solely via the Internet. This means we don’t have any direct contact with our clients. The only way to glean a view of our customers and their needs is from the data we collect via our Web site. Therefore, we needed a BI solution to analyze and visualize online behavior of customers and prospects in real time.”

“In my former job, I was responsible for one of the largest data warehouses of the Netherlands’ biggest insurance company. It was used by multiple departments that leveraged different solutions including SAS, SPSS, Business Objects, Cognos and MicroStrategy to analyze and visualize the data.”

Toonen’s experience with other BI products, as well as his vision for the needs of his company, led him to a specific set of criteria on which to evaluate potential BI solutions. “The main criteria were price, functionality, ability to work with real time data, ease of use, and ability to work with all kinds of data and databases.”

The Customer

InShared - Dutch Web-based insurance company

The Issue

InShared conducts all their business online. They needed a BI solution to visualize and analyze customers’ online behavior in real time.

The Solution

Logi Info enabled the easy implementation of KPIs to monitor customers’ online behavior.

The Result

InShared’s interaction with customers has greatly improved and positively impacted the success of their business.

The Solution

A combination of value, capabilities and feature-richness tipped the scales in favor of LogiXML. Says Toonen, “because we are a very young company, we have to keep our costs low. We had assumed that mitigating costs would result in sacrificing our wish list of features and functionalities, but found the opposite to be true with LogiXML. Because their prices are well within our budget and their feature set and functionality are so rich, we came out ahead of expectations.”

The Result

“Logi Info was very simple to implement. In no time, we were able to present all of our key performance indicators (KPIs)--commercial, financial, claim, process, customer and infrastructural data--in real time, and on just 3 monitors. By doing so, we gave our team the opportunity to interact with customers according to their behavior on our Web site. Through this direct interaction, we can improve service to our customers, which of course impacts the success of our business,” concludes Toonen.