



artesian™

Digital Disruption

Customer intelligence for the
insurance industry

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Artesian gives us great insight into current news and affairs impacting our existing client base, helping us improve client engagement across our organisation.

JARDINE LLOYD THOMPSON



Bluefin



Digital Disruption: Customer intelligence for the insurance industry

THE INSURANCE INDUSTRY IS CHANGING

The traditional insurance industry as we know it, will transform over the next 5 years as digital technology and connectivity gathers pace, facilitating industry change and different consumer demands. Artesian Solutions helps the leading insurance and financial services companies harness the true benefits of the internet and social prospecting.

As digital adoption increases;

- buyer expectations rise as they become more educated and informed
- competition increases as the market becomes more crowded.

To remain competitive, insurance providers are leveraging digital solutions to identify customer insights and create more meaningful engagements.

HOW DO WE HELP...

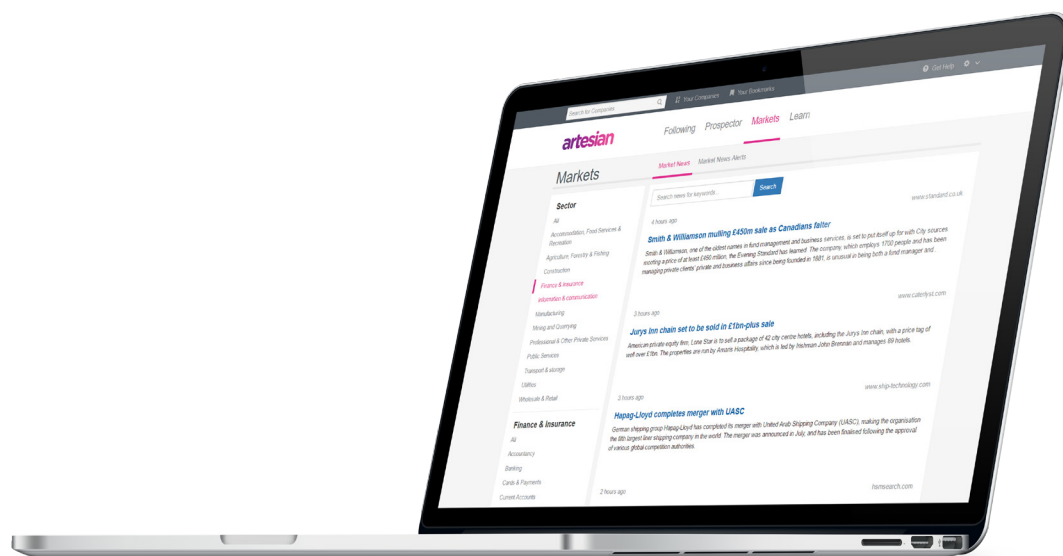
Artesian have developed an impressive list of clients which include companies such as Aviva, RSA and Legal & General. We provide organisations with data and business insights to help teams understand and align with their clients and build long-lasting relationships.

Artesian scans millions of online sources every minute and uses algorithms to extract information on the markets, companies, people, sales opportunities and topics that your team are working with. With Artesian, businesses understand their clients, prospects competitors and partners better, can spot opportunities and risk more easily and engage with clients a timely, more meaningful way.

Artesian drives curiosity, customer alignment, credibility, competitiveness and client satisfaction.

What are the benefits?

- Average time spent researching client developments reduced by 75%
- Rapid identification and action of material developments and risk changes in existing portfolio
- Better customer-alignment, satisfaction and retention
- Increase in revenue from both upsell and cross sell opportunities
- Increase in the number and quality of new business appointments



PRODUCT FEATURES

Artesian provides market and company insight, backed up by managed services and training.

- **Company Records** - Search for comprehensive information on millions of companies
- **Prospecting** - Filter and shortlist over 4 million companies. Add customers, prospects, partners and competitors to your watch list
- **Market News** - Stay up-to-date with a weekly news digest featuring all the top news stories in your market
- **News Feed** - Track companies, align with customers and manage sales opportunities with the daily news feed, prioritised by relevancy
- **Engagement** - Start a conversation and engage intelligently by sharing the news directly through Artesian
- **CRM Integration** - Log in to Salesforce.com or Microsoft Dynamics and see Artesian intelligence within the company record
- **Meeting Preparation** - Prepare for upcoming meetings with extensive profiles on meeting attendees
- **Analytics Dashboard** - Monitor client engagement and best practice behaviour across the business

Artesian's dedicated onboarding team and academy learning management ensure organisations get the most out of Artesian. Training, technical support and customer enablement are available throughout the lifecycle.

Artesian delivers
12.5 million
insights per month, on
700,000 companies
to **30,000** users



Lark Group's ethos is entirely focussed on outstanding customer service - the delivery of 'made-to-measure' insurance policies that are exactly matched to client needs, and relationships built on deep understanding and empathy.

Challenge

To cut through the traditional insurance service approach and generate growth through acquisition of new business.

Solution

Artesian gives Lark the ability to generate live prospect and client lists, populated at the touch of a button with valuable intelligence drawn from millions of sources.

This ensures they build propositions and policies based a deep understanding of client needs, and can pinpoint exactly where added value can be realised.

Outcome

Demonstrable growth via acquisition of new business. 'Made-to-measure policies' based on in-depth understanding. Constant engagement for improved insurance coverage.

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We no longer go looking at various channels for things to talk to our clients about, it lands on our desk every day and we use that to our advantage. It helps create the time to do the necessary client research and puts us one step ahead of everyone else.

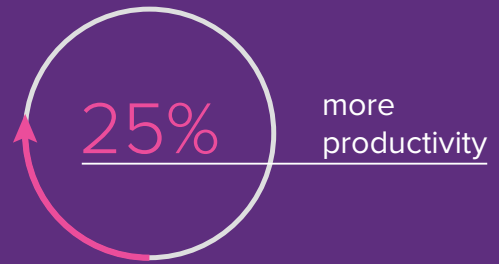
Martin Camp
Business Development Manager
Lark Insurance

Watch the video

artesian.co/case-studies/lark-group



What do our customers say?



ABOUT ARTESIAN

With the use of artificial intelligence technology layered on top of company information, data and news, Artesian helps you uncover opportunities, build relationships and accelerate deals.

Artesian gathers information on industries, organisations, individuals and topics from millions of online sources, using clever algorithms to filter and transform the information into commercially valuable insights.

With Artesian, you can track your customers, prospects, competitors and partners, spot business opportunities and manage risks in your pipeline.

Artesian helps drive customer alignment, credibility, competitiveness and client satisfaction.

Training, implementation and support

Artesian will manage the integration, set up and training allowing you to focus on sales, not software. We set up keyword topics to ensure the highest degree of relevancy and offer free after sales support and ongoing keyword optimisation as required.

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