Transforming digital marketing to a customer business driven automation on a solid IT infrastructure

Julie Declerck

Head of Digital Insurance Sales DVV

Robbie Vlekken

Functional analyst / Solution Designer

Agenda

Our Context

- How does a content management system works?
- What challenges did we face?

Our Approach

Finding a clear match between business strategy, IT & partner choice

Execution

Project management: roadmap and pitfalls

Results

Creating added value with clear reporting & A/B testing

Future

Next steps on our to-do list

Introduction

Julie Declerck

- Master in professional communication
- Worked for Alphabet Belgium, University of Antwerp
  - Strong affinity with clear, transparant & user-friendly communication

- Joined Belfius in 2018
- Head of Digital Insurance Sales DVV

Introduction

Robbie Vlekken

- Bachelor IT
- Worked for Luminus, Bose, Sony
  - Strong affinity with customer-facing applications

- Joined Belfius in 2016
  - internal employee since July 2019
- Functional analyst / Solution Designer
  - IT Digital Team
  - Involved with the DVV site update since 2018

Belfius Insurance: a set of brands

Our group

- 5th insurer on the Belgian market
- 1.224 internal employees
- 21,6 billion EUR balance total
- 1,5 billion EUR core equity
- 4 distribution channels

DVV Insurance

- Active in Belgium since 1929
- Became part of Dexia Insurance in 2005
  & part of Belfius Insurance since 2012
- +/- 200 exclusive agencies
- +/- 350.000 customers
- +/- 1,1 million policies
- Active in non-life, life and mortgages

DVV verzekeringen

DVV assurances

Our Context

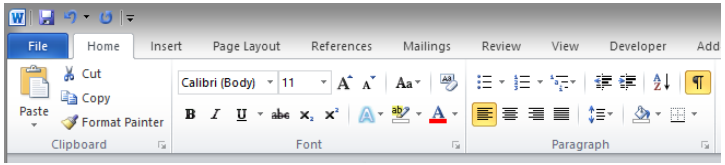
Some technical background: CMS

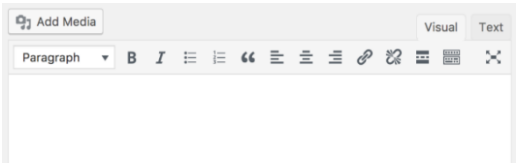
Content Management System

A web application that manages content:

- Text
- Images
- Documents
- …

The application is aimed at less technical users to let them easily create and publish content to the web in a familiar environment: eg. MS Word.





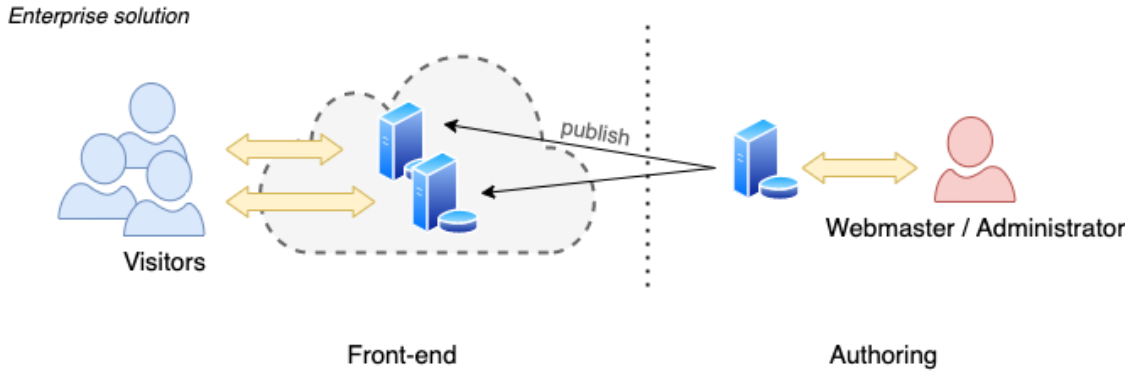
Popular options you can download: Joomla, Drupal, Wordpress, … these are all free

Enterprise CMS

A more scalable, robust solution

Qualified support <> large community

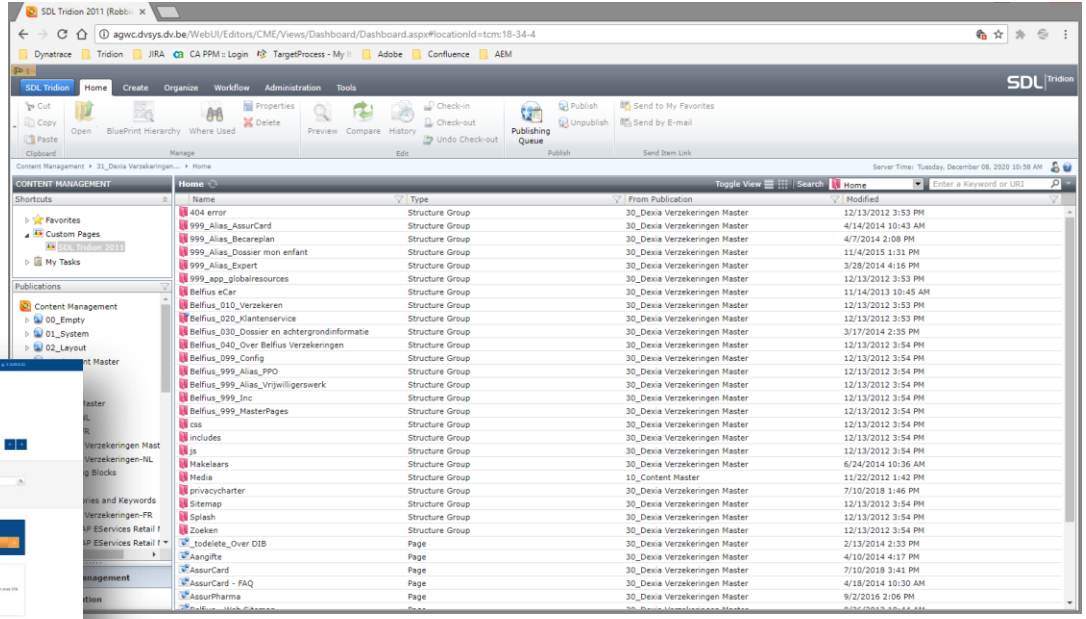
Security implementations

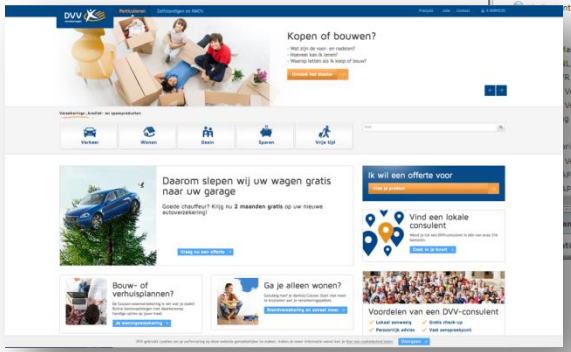


Popular options: SiteCore, Salesforce, Adobe Experience Manager

SDL Tridion

- Outdated CMS
- Hardly mobile-friendly
- Outdated content
- Outdated structure
- Outdated design





Capture visitor information

- Process based
- Not responsive
- IT development for every new form or change

The focus in our strategy match

Strategy challenges

Rejuvenate customer base

Mobile first

Improve time-to-market

Our Approach

Were we still looking for a CMS?

CMS vs *WEM vs DXP*

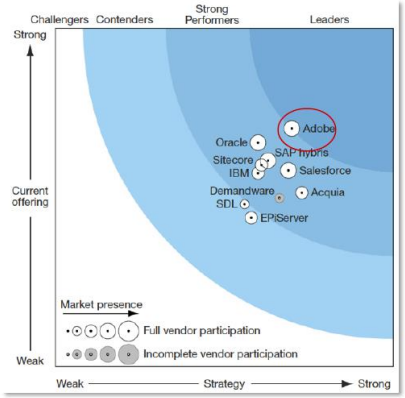
WEM - Web Experience Management
DXP - Digital Experience Platform

It’s all about the customer experience!

WEM: focus on delivering the right content to the right *audience*

DXP: focus on omnichannel experience, delivers *personalized* content to any *platform*

Find a future-proof solution



Forrester Wave: Digital Experience Platforms, Q4 2015

Magic Quadrant for Digital Marketing January 2016

IDC MarketScape Marketing Cloud Platf

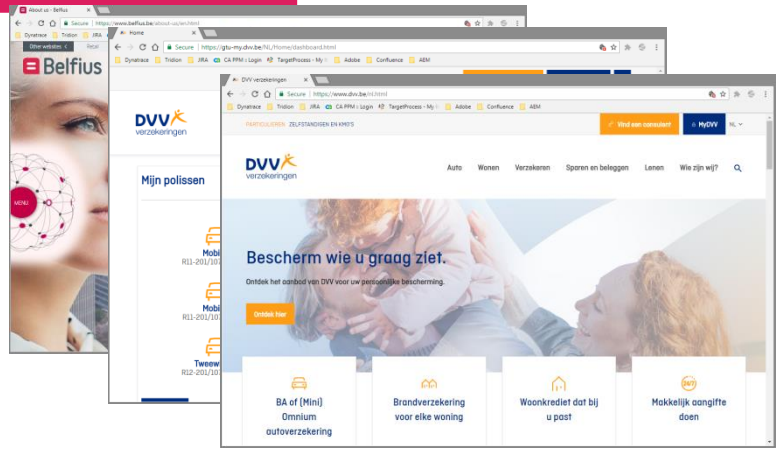
Adobe Experience Cloud

Adobe Experience Manager is used since the redesign of DVV.be

Part of Adobe Experience Cloud
- More then just content
- Integration with Adobe Campaign,
  Adobe Analytics & Adobe Target

For Belfius bank: Belfius.com

AEM



Adobe Experience Cloud

Adobe Experience Manager – *Asset management solution to centralize content*

Adobe Campaign – *Outbound marketing engine to build lead nurtured email and push strategies*

Adobe Analytics – *Digital analytics tool to capture visitor's behavior and build insights upon it*

Adobe Target – *Personalization engine to perform A/B testing and target personalized content*

Adobe AEM

a new card system is created with customised forms in AEM

Adobe Campaign

the lead information in the forms is saved in the Campaign database & used in confirmation mails to both prospect and agent

Adobe Analytics

thanks to tagging in the flow, we can check the amount of leads, the impact of the change and fall-out percentages after each card

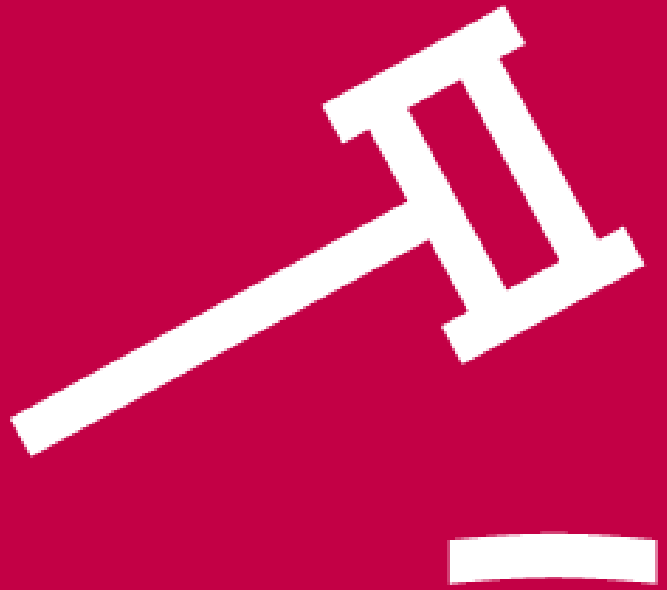
Adobe Target

with Target we have the possibility to perform A/B-testing on implementation of new functionalities so we can improve performance

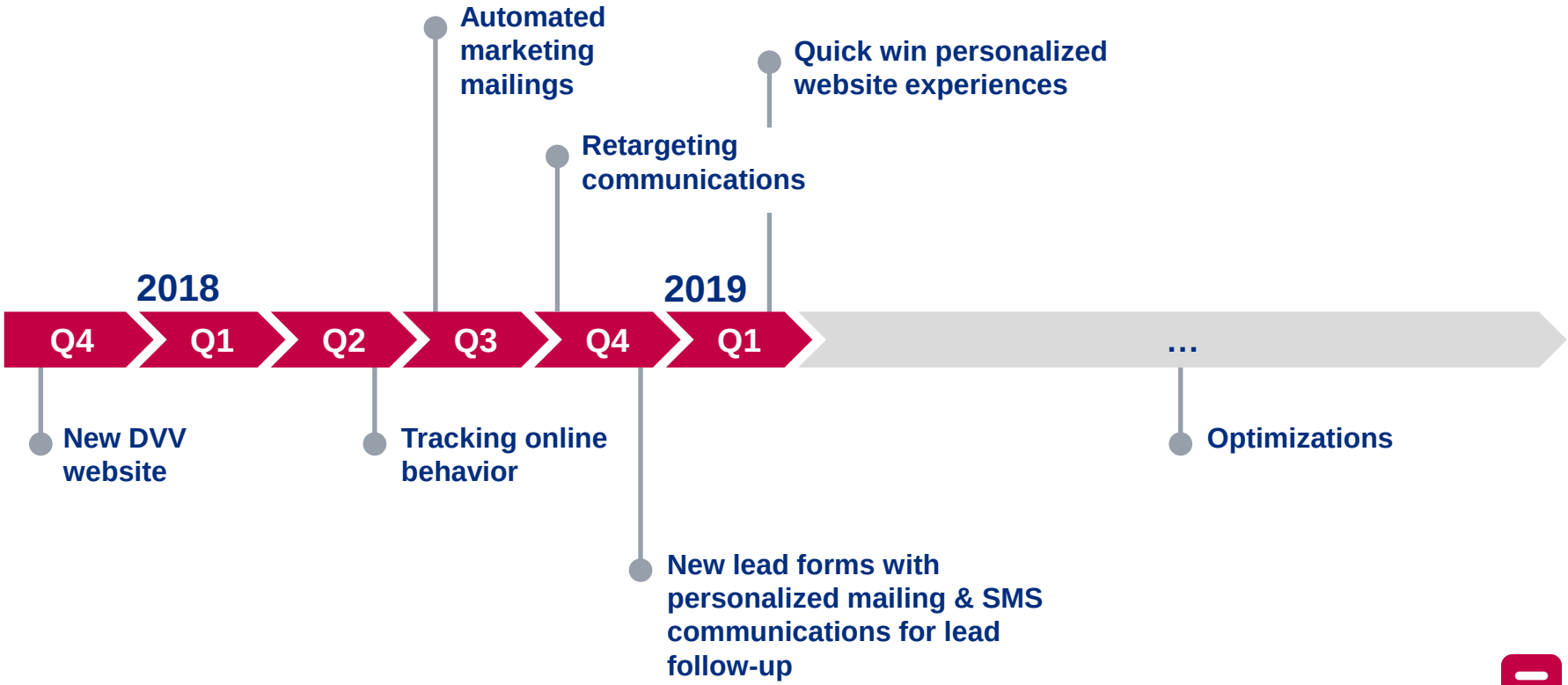
Our approach: the right support

- Expert knowledge of the Adobe Experience cloud suite
- Co-creation with Belfius IT
  - Best practices
    - Architectual/Infrastructure
  - Estimations

Execution



So, we made a roadmap



Bumping into pitfalls along the way

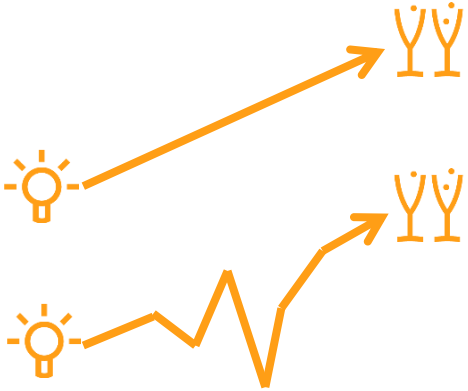
Customization of out-of-the-box features requires expertise

Not all run mode is as “***business”*** as it seems

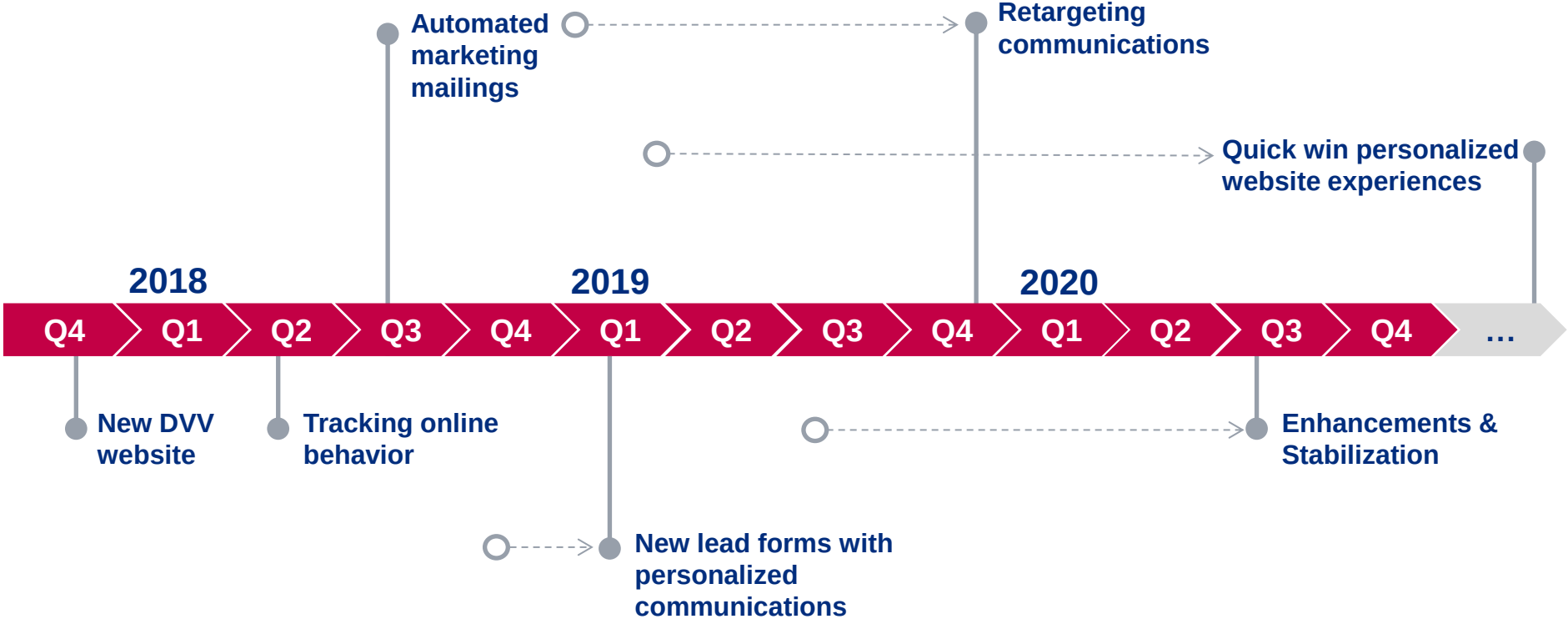
Not only customer, but also the ***agent experience*** focus

Legacy systems integration & ***GDPR compliance*** is a must

Hard time finding the ***applicable expertise***

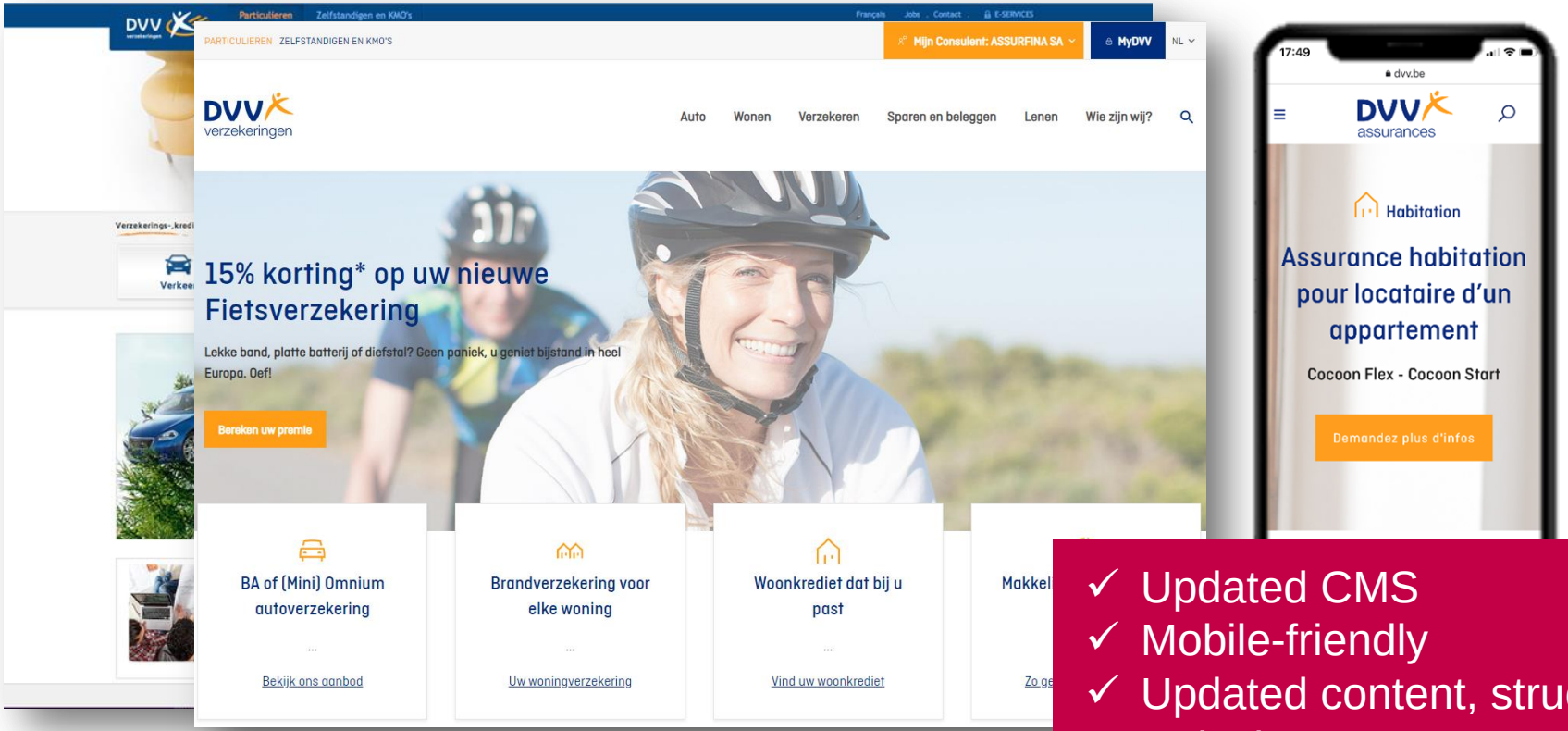


Our actual roadmap outcome



Results

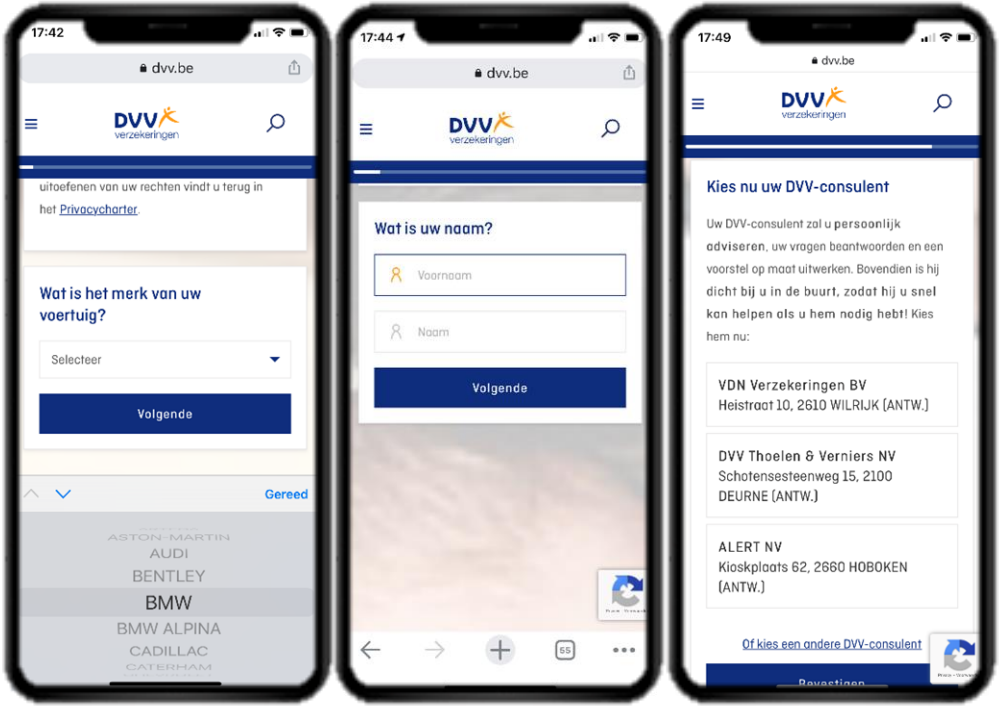
Our website: updated & mobile-friendly



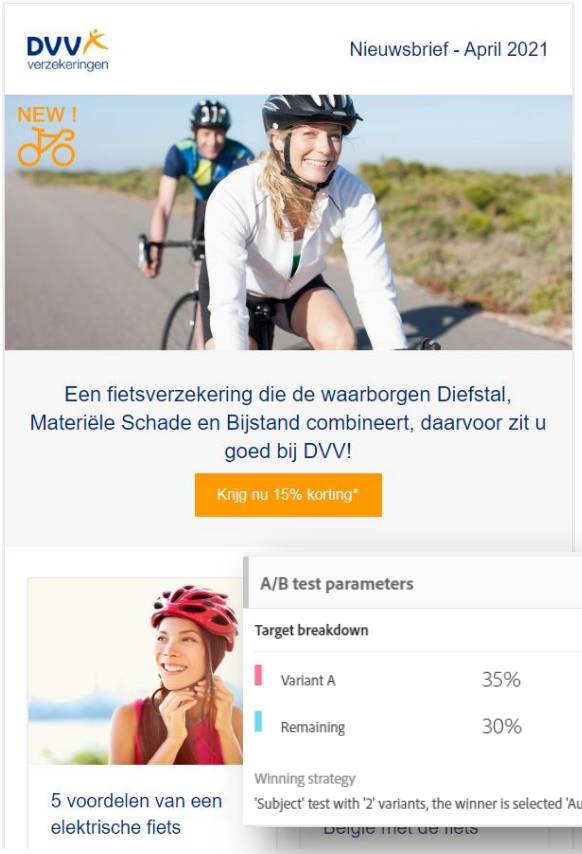
- ✓ Updated CMS
- ✓ Mobile-friendly
- ✓ Updated content, structure & design

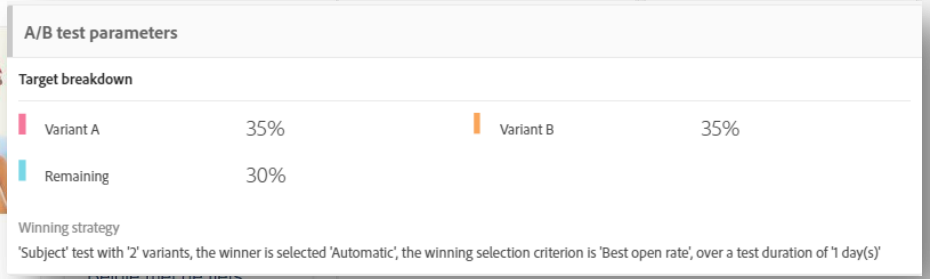
Our website: from product- to client- & agent-centered approach

Our website: New mobile-first flows



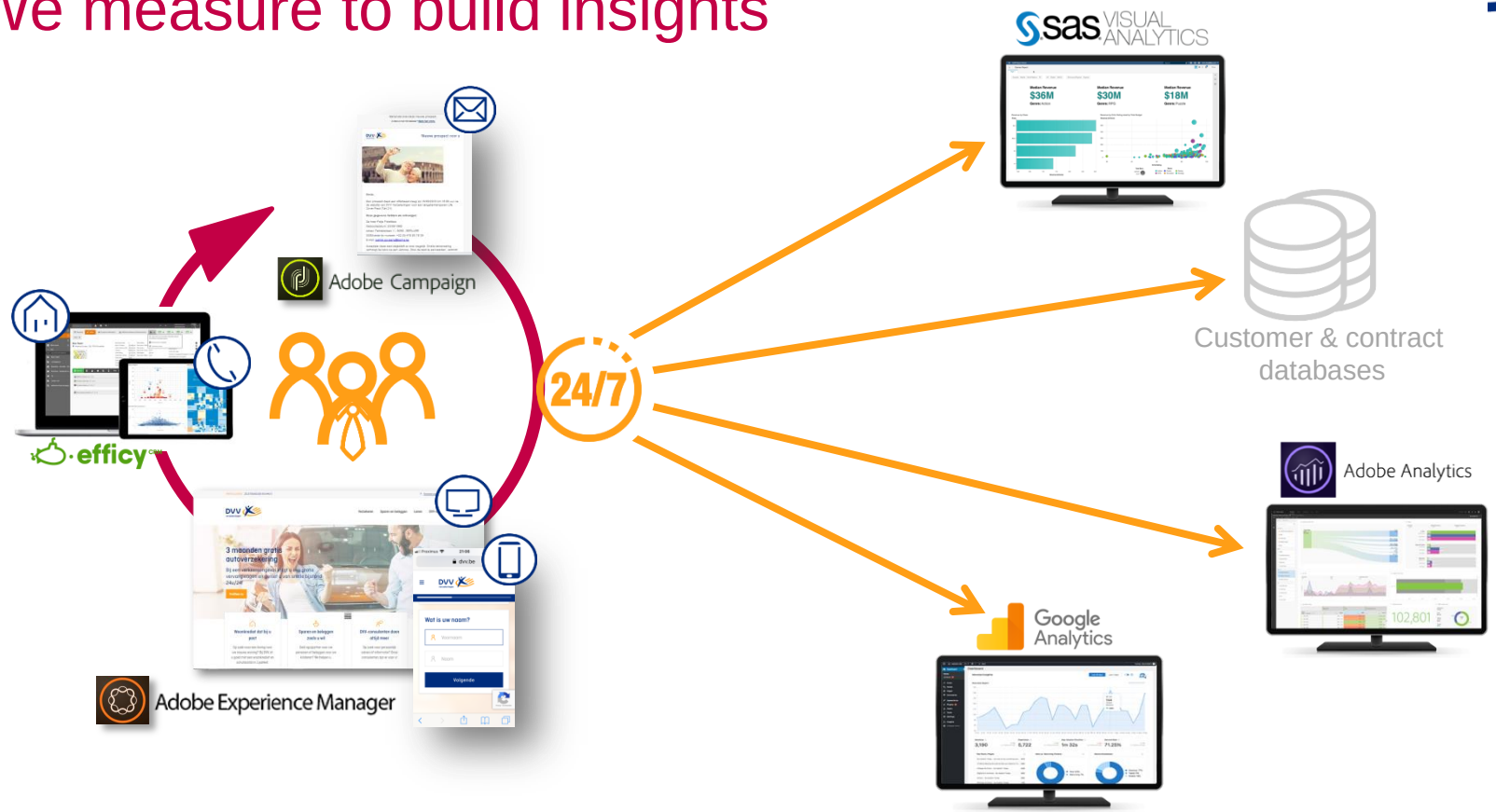
And what about mails…





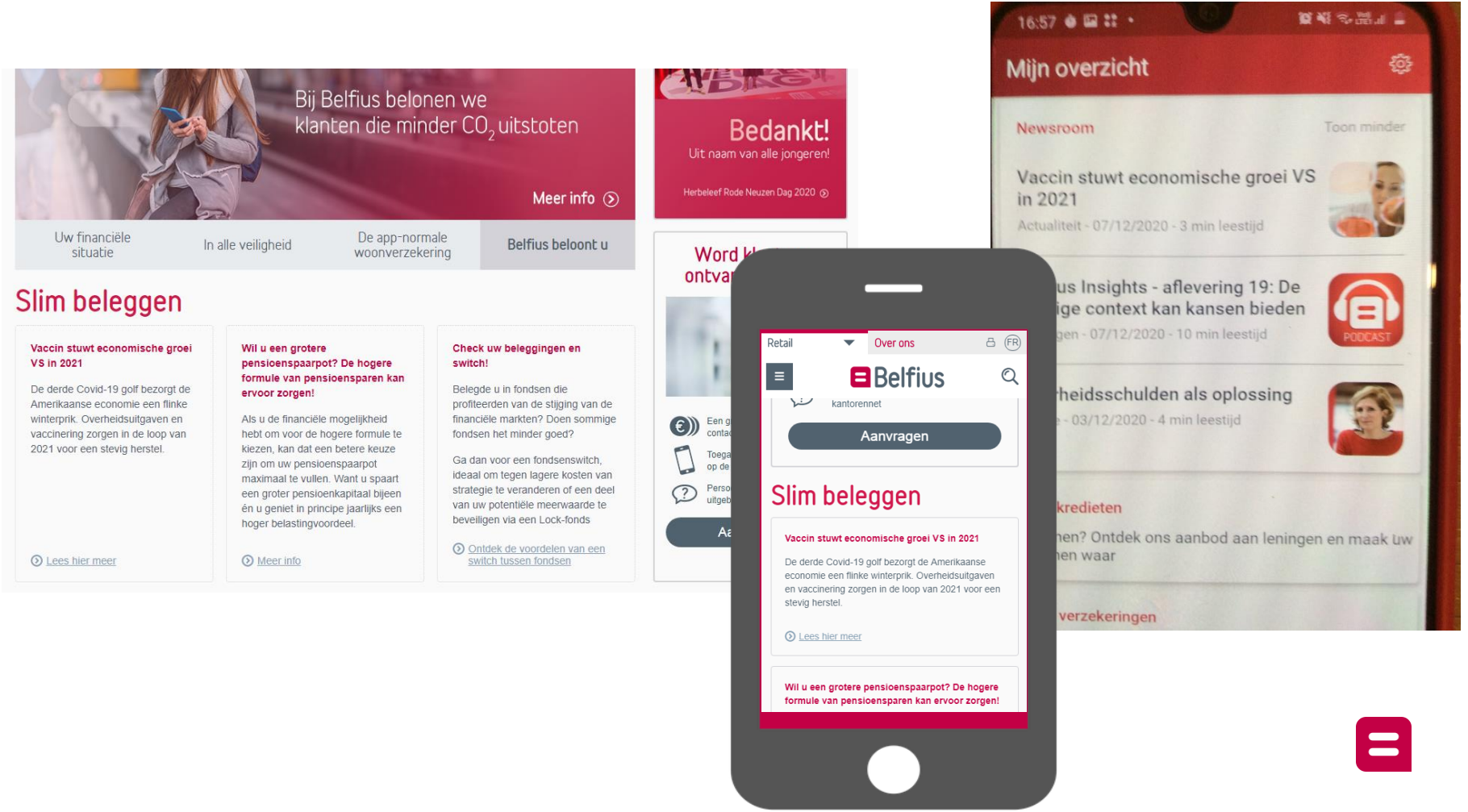
- ✓ From confirmation mails to dropouts & newsletters
- ✓ Easy A/B testing possibilities
- ✓ Mobile responsive

We measure to build insights



Future

What about apps?


Bij Belfius belonen we klanten die minder CO_2 uitstoten
Meer info
Uw financiële situatie
In alle veiligheid
De app-normale woonverzekering
Belfius beloont u
Slim beleggen
Vaccin stuwt economische groei VS in 2021
De derde Covid-19 golf bezorgt de Amerikaanse economie een flinke winterprik. Overheidsuitgaven en vaccinering zorgen in de loop van 2021 voor een stevig herstel.
Lees hier meer
Wil u een grotere pensioenspaarpot? De hogere formule van pensioensparen kan ervoor zorgen!
Als u de financiële mogelijkheid hebt om voor de hogere formule te kiezen, kan dat een betere keuze zijn om uw pensioenspaarpot maximaal te vullen. Want u spaart een groter pensioenkapitaal bijeen én u geniet in principe jaarlijks een hoger belastingvoordeel.
Meer info
Check uw beleggingen en switch!
Belegde u in fondsen die profiteerden van de stijging van de financiële markten? Doen sommige fondsen het minder goed?
Ga dan voor een fondsenswitch, ideaal om tegen lagere kosten van strategie te veranderen of een deel van uw potentiële meerwaarde te beveiligen via een Lock-fonds
Ontdek de voordelen van een switch tussen fondsen
Bedankt!
Uit naam van alle jongeren!
Herbeleef Rode Neuzen Dag 2020
Retail
Over ons
Belfius
kantorennet
Aanvragen
Slim beleggen
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16:57
Mijn overzicht
Newsroom
Toon minder
Vaccin stuwt economische groei VS in 2021
Actualiteit - 07/12/2020 - 3 min leestijd
PODCAST
kredieten
verzekeringen

Thank you for your attention!
Questions? Shoot!