

Aegon Life India Named 2016 Celent Model Insurer Winner (Data Mastery and Analytics)

Singapore, April 21, 2016 -- Celent, a global research and advisory firm for the financial services industry, announced the winners of its Model Insurer Asia 2016 in Singapore. Through these awards, Celent profiles insurers who are leading the way by leveraging technology in their business.

This year, Celent named [Aegon Life Insurance](#) as a 2016 Model Insurer in the Data Mastery and Analytics category for improving its Net Promoter Score (NPS) by using advanced analytics.

Aegon Life partnered with Aureus Analytics to leverage [PULSE](#) – a cloud based NPS Analytics tool hosted on Microsoft Azure, to derive actionable insights from customer survey data as well as the interaction data. These insights are then used to define concrete actions that will improve the overall customer experience and thus NPS.

PULSE can integrate with a variety of survey tools like Survey Monkey, Typeform, Google Forms etc... as well as input data from .CSV files provided by typical market research agencies. PULSE helps insurers map the customers NPS journey across their process touchpoints to get a better understanding of service gaps.

As a result of implementing PULSE, Aegon Life was able to improve its NPS by nearly 30 points over a few months. These benefits accrued due to better customer sampling and the ability to analyze the NPS survey data on multiple parameters. Aegon Life was also able to identify the emotions of the customer which impact the NPS directly.

The detailed case study can be downloaded here: <http://aureusanalytics.com/collateral.htm>

A video testimonial from Manish Madan, Customer Service Head – Aegon Life India can be viewed at [:http://aureusanalytics.com/Net-Promoter-Score-Analytics-Pulse.htm](http://aureusanalytics.com/Net-Promoter-Score-Analytics-Pulse.htm)

The complete list of all winners can be seen here: <http://www.celent.com/reports/celent-model-insurer-asia-2016-case-studies-effective-technology-use-insurance>