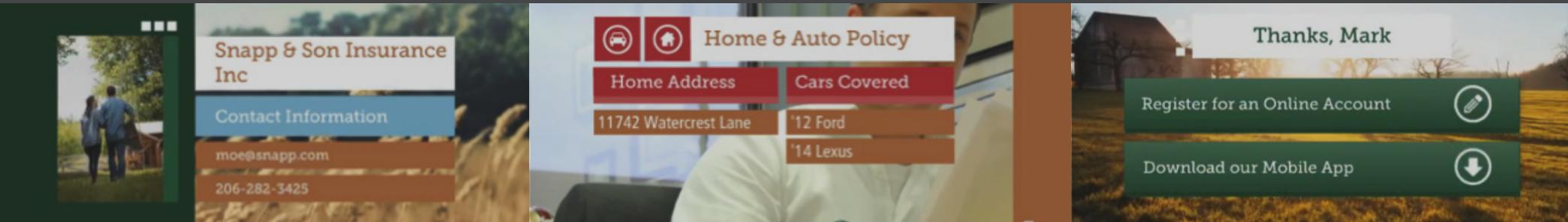


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# CUSTOMER STORY:



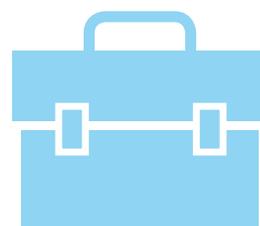
WELCOMING AND RETAINING  
POLICYHOLDERS WITH A  
PERSONALIZED EXPERIENCE

# CUSTOMER STORY

## BACKGROUND

Mutual of Enumclaw prides itself on always **placing its customers first and strives to deliver an insurance experience so rare and valuable** that it can't be found elsewhere. In a market heavily driven by price competition, Mutual of Enumclaw stands out with the commitment of its independent insurance agents to provide thoughtful coverage to policyholders from the outset of the relationship, leading to consistent renewals and loyal customers. In order to elevate its already-high level of customer service and provide customers with strong digital offerings, the insurer partnered with SundaySky to **transform its member experience with personalized video.**

Mutual of Enumclaw deployed SundaySky's SmartVideo solution at two key touch points in the customer lifecycle: to welcome new policyholders and to engage existing policyholders as they come up for renewal. In support of Mutual of Enumclaw's overarching initiative to provide unparalleled customer service, the **goals of its SmartVideo program are to reiterate the high levels of service a policyholder can expect, educate customers about their policy, and promote digital services and tools available to policyholders.**



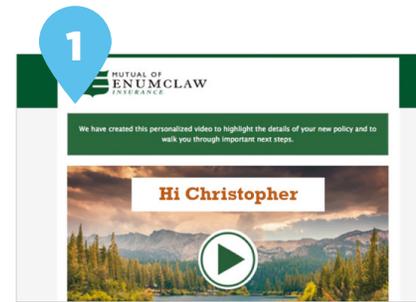
# SOLUTION CUSTOMER STORY

## SMARTVIDEO FOR POLICYHOLDER ONBOARDING AND RENEWAL

Mutual of Enumclaw collaborates with its network of independent agents to engage each of its policyholders with a personalized – yet consistent – experience through SmartVideo. The personalized experience begins during the provider’s **biggest opportunity to gain trust and create brand stickiness** among policyholders: the onboarding period. Using personalized video in support of renewal campaigns extends the experience throughout the lifecycle, resulting in a higher policyholder renewal rate and more loyal customers.

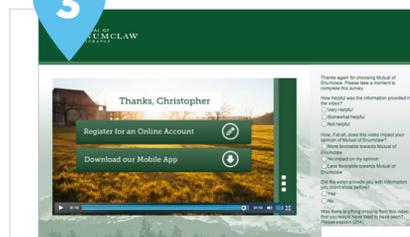
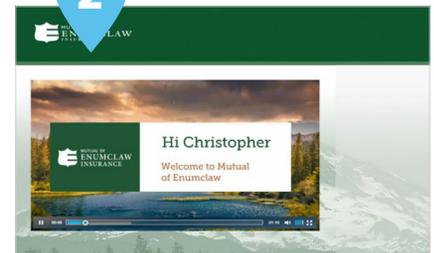
For customers, this is an engaging and effective way to explain and simplify the details of their policy, which can be complicated. The personalized videos also educate customers about available value-added services such as the mobile app and paperless billing to **help them get the most out of their relationship with Mutual of Enumclaw.**

## THE CONSUMER EXPERIENCE



A new customer receives an email directing him to his personalized video to review his policy.

Upon clicking through the email, the policyholder is brought to a landing page where the video plays automatically.



As the video concludes, a survey appears to gauge customer satisfaction and brand impact.

# CUSTOMER STORY

## SOLUTION

### PERSONALIZED EXPERIENCE

Each video welcomes the individual customer by name and is personalized according to his insurance agent's details, policy details, payment amount, payment due date, and whether he is enrolled in value-added services such as paperless billing or autopay. Videos are generated at the moment a viewer clicks play, ensuring the most recent and relevant customer data is featured.

SundaySky's platform, SmartVideo Cloud, connects to Mutual of Enumclaw's central data repository so that data points such as policyholder demographics, billing information and preferences, website activity, and specific policy data can be seamlessly analyzed and communicated to customers through the personalized videos.

#### Personalization elements:

- Customer's name
- Insurance agent's details
- Vehicle or property policy details
- Digital tool adoption: paperless billing, online services, autopay or mobile app
- Payment amount
- Payment due date



[Click here to watch a personalized Mutual of Enumclaw video.](#)

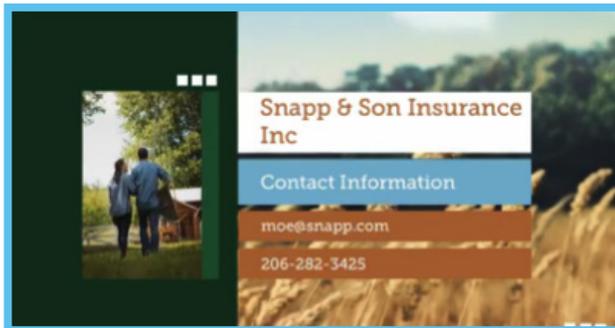
# CUSTOMER STORY

## SOLUTION

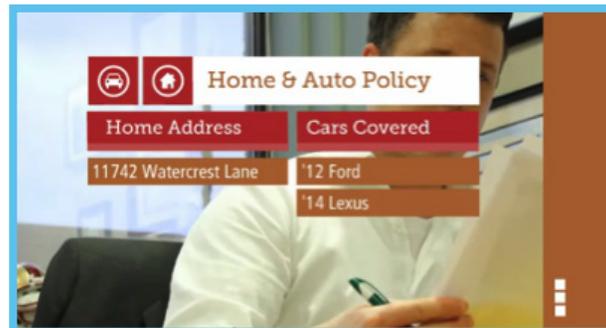
### PERSONALIZED AD STORY VARIATIONS

Mutual of Enumclaw delivers relevant stories where the included video scenes, content and creative assets are personalized to the viewer. Because each customer watches a video that has unique content and calls-to-action, they are more likely to take the desired action.

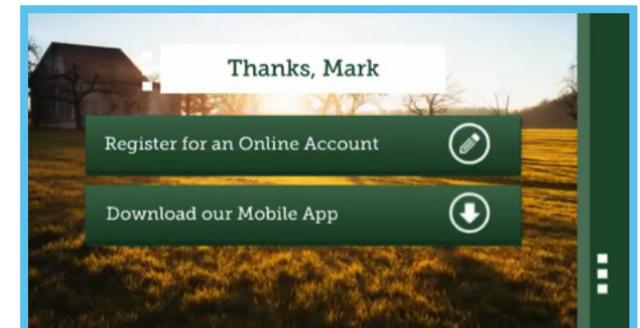
Below are sample scenes from three ad story variations:



- **Touch point:** Welcome
- **Policy:** Auto
- **Payments Due:** No
- **Autopay:** Yes
- **Online Services:** Yes
- **Mobile App:** Yes
- **Paperless Billing:** Yes
- **CTAs:** Online account / Autopay / Paperless Billing



- **Touch point:** Renewal
- **Policy:** Home and auto
- **Payments Due:** Yes
- **Autopay:** No
- **Online Services:** Yes
- **Mobile App:** Yes
- **Paperless Billing:** No
- **CTAs:** Mobile app / Online account



- **Touch point:** Welcome
- **Policy:** Home
- **Payments Due:** No
- **Autopay:** No
- **Online Services:** Yes
- **Mobile App:** Yes
- **Paperless Billing:** No
- **CTAs:** Online account / Mobile app

# CUSTOMER STORY

## RESULTS

### BOOSTING NPS AND POSITIVE BRAND SENTIMENT

Mutual of Enumclaw's SmartVideo program has proven to be incredibly effective at engaging and educating policyholders while delivering a positive customer experience. Mutual of Enumclaw benefited from a **10-point lift in Net Promotor Scores** (NPS) among video viewers. Because the videos explain a new policy in an easy-to-understand manner and detail the information most relevant to each customer, it's no surprise that **87% of customers view their videos**, and **73% of viewers watch the full video**.

**65%**

of viewers reported the video provided them with new information

**88%**

of viewers find the video to be helpful

**55%**

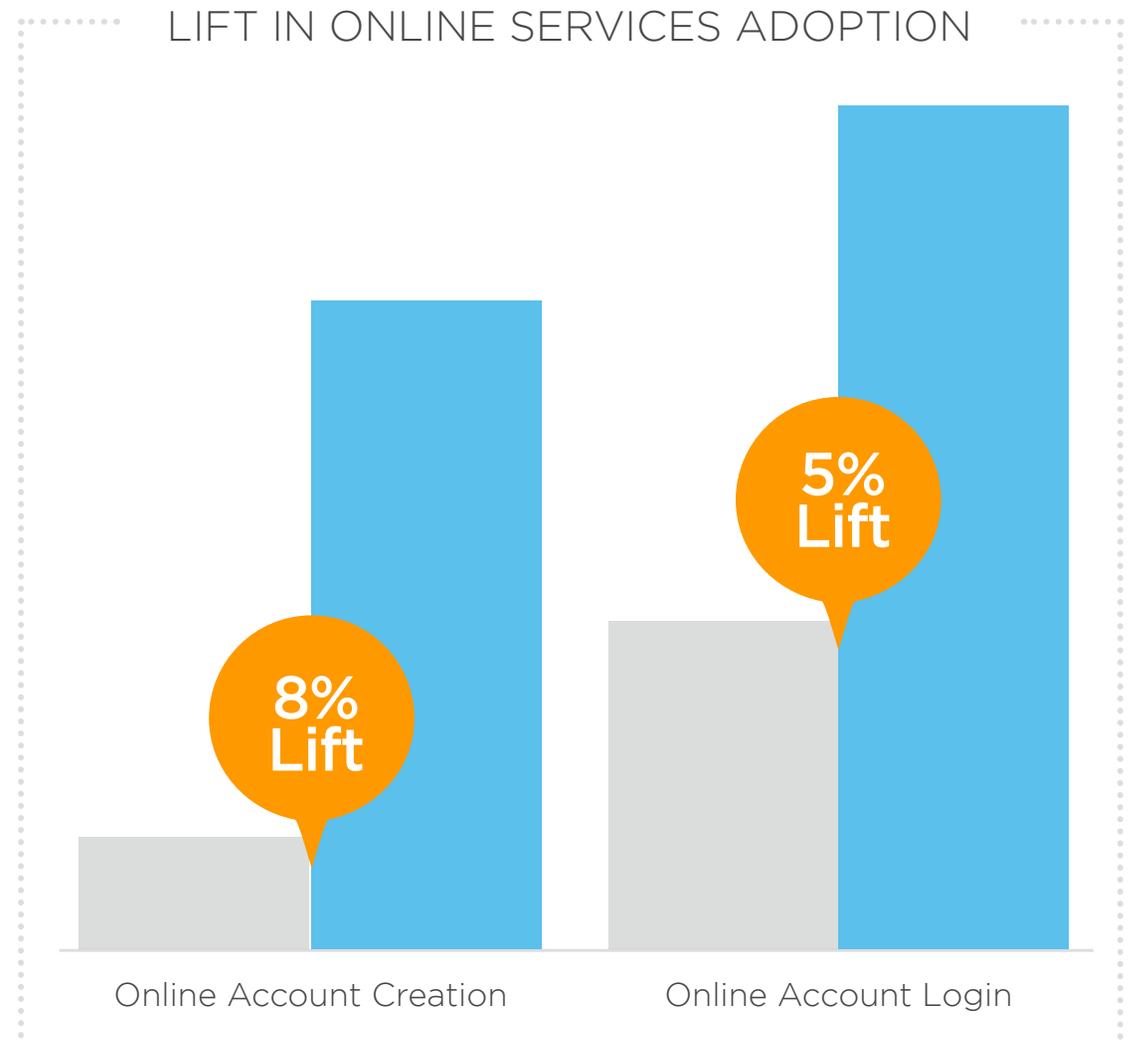
of viewers have a more favorable opinion toward Mutual of Enumclaw after viewing

# CUSTOMER STORY

## RESULTS

### DRIVING DESIRED ACTIONS AND LIFTING RETENTION RATES

The personalized videos have a **20% in-video CTA take rate** for CTAs promoting value-added services – such as “enroll in autopay” or “download our mobile app” – subsequently driving a lift in uptake of such services. For instance, the company saw an **8% lift in online account creation** and a **5% lift in online account logins** among video viewers. Even with an impressive policyholder renewal rate of 95%, Mutual of Enumclaw was able to **increase the renewal rate of video viewers to 96%**.



# CUSTOMER STORY

## RESULTS

### WHAT PEOPLE ARE SAYING

“SundaySky has a robust platform that allows us to dynamically create video that is personalized for an individual customer, providing significant value to our policyholder, our agents and for us. With SmartVideo, the essence of our brand is communicated and expressed throughout the video so our customers know that we’ll be there for them, no matter what.”

-Jerel Titus, Director of Agile Business Operations at Mutual of Enumclaw

### VIEWER REACTIONS

“Well done!  
And, I have always  
been pleased with  
Mutual of Enumclaw.”

“Have always loved  
and trusted Mutual  
of Enumclaw and  
appreciate the  
personalized video! :-)”

“We think the world  
of Mutual of Enumclaw.  
We never shop rates  
because of the great  
customer service  
provided.”

# ABOUT SUNDAYSKY

SundaySky is dedicated to transforming the relationship between brand and customer through personalized video. Our platform, built on proprietary SmartVideo technology, combines the power of video with personalized storytelling at scale to foster long-term customer relationships. The SmartVideo Platform lets marketers communicate to an audience of one and easily create, manage and optimize real-time personalized video programs throughout the customer lifecycle. AT&T, Comcast, Allstate and other industry-leading brands partner with SundaySky to engage prospective and current customers, resulting in higher revenue, lower costs and deeper loyalty. SundaySky is headquartered in New York City with offices in Tel Aviv and Tokyo.



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