

From 150 Campaigns to 18 Journeys — Scaling Policy Renewals with FirstHive CDP+AI Platform



A leading national general insurance company, serving millions of policyholders across auto, health, and personal insurance lines, aimed to accelerate policy renewal rates—one of its core business KPIs—by transforming how and when customers were reached for renewals.

Result Metrics

What Success Looks Like with FirstHive

It’s not just automation – it’s intelligent engagement at scale

88% Renewal Boost

AI journeys drove timely, relevant outreach.

18+ Automated Journeys

Replaced 150+ manual campaigns with simpler, personalized execution.

Reduced Media Spend

Smart targeting improved ROI.

“FirstHive helped us eliminate duplicate and irrelevant messaging, ensuring every renewal touchpoint was timely, relevant, and personalized—making a real difference in customer satisfaction and retention.”

–Chief Digital Officer, Leading General Insurance Company

Business Challenges

For any insurance company, ‘policy renewal’ is a key performance indicator (KPI). Maintaining high renewal rates requires fast, well-timed communication with customers through their preferred channels.

However, this insurer faced key hurdles:

- No visibility into effective engagement channels
- Duplicate communication to already renewed customers, wasting marketing spend
- Fragmented campaign execution with over 150 parallel journeys
- Lack of a unified customer view, causing inconsistent messaging and poor experiences

This resulted in high operational costs and ineffective outreach.

Business Impact

The adoption of FirstHive’s CDP+AI platform helped the insurer streamline renewal workflows, enhance targeting, and deliver measurable business outcomes.

- **88% Boost in Renewal Effectiveness:** AI-led journeys drove timely, relevant outreach and faster customer decisions.
- **18 Journeys Replaced 150+ Campaigns:** Simplified execution with better personalization and control.
- **Lower Media Spend, Higher ROI:** Smart suppression and targeting reduced waste and improved returns.
- **AI-Driven Customer Prioritization:** Focused engagement on high-risk and high-value segments.
- **Improved Customer Experience:** No more duplicate or irrelevant messages—boosting satisfaction.

Solution Provided by FirstHive

To solve these challenges, the insurer deployed FirstHive’s AI-powered Customer Data Platform (CDP) to unify customer information and intelligently orchestrate renewal journeys.

Unified Customer Intelligence

To address fragmented data and disjointed engagement, FirstHive’s CDP created a centralized view of each policyholder—laying the foundation for intelligent decisioning and personalized outreach.

- 360° customer profiles combining policy details, renewal history, and engagement behavior
- Deterministic identity resolution across channels and systems
- Real-time data ingestion from policy platforms, CRM, and campaign tools

AI-Powered Journey Orchestration

AI models within FirstHive enabled the insurer to move from static messaging to smart, dynamic customer journeys—targeted by intent, value, and renewal risk.

- Predictive scoring (e.g., churn risk, CLTV) to prioritize outreach
- AI-driven optimization of timing, channel, and message frequency
- Smart suppression logic to exclude already renewed customers
- Cross-channel orchestration across email, SMS, WhatsApp, push, and call centers

Campaign Consolidation & Automation

By consolidating and automating campaign execution, the insurer dramatically improved efficiency, reduced manual effort, and delivered a more consistent customer experience.

- Reduced 150+ fragmented campaigns to 18 intelligent journeys
- Automated, trigger-based communication flows aligned with policy milestones
- Centralized monitoring for real-time performance tracking and control

By unifying data and embedding AI into renewal workflows, FirstHive helped this insurer shift from fragmented campaign execution to intelligent, automated customer journeys—achieving faster renewals, higher retention, and lower costs.