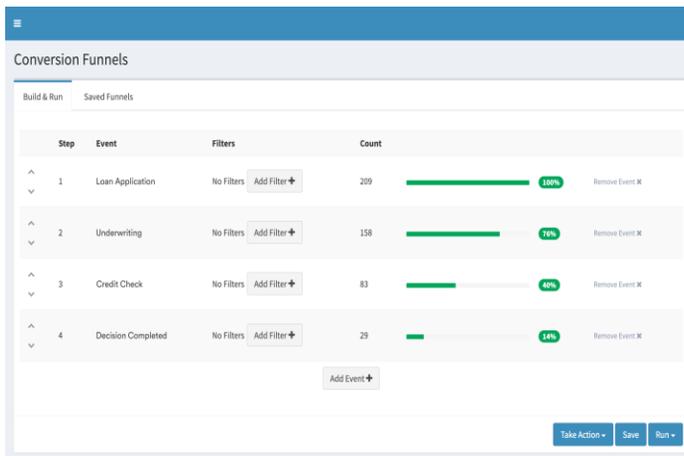# pyze

INDUSTRY
INSURANCE

Internal Apps:

- Measure and monitor effectiveness of application usage between internal lines of business

- Optimize workflows and processes based on employee interaction with each process step

- Automatically send employees messages to alert of modifications within application processes, or assistance with application errors

External Apps:

- Understand For Each User, which Applications they utilize on which platforms

- Optimize and improve UX based on individual user data and send messages at key touchpoints

- Combine existing user data with usage and behavior to target promotions within web & mobile applications

- Cross promote relevant services and acquire look-alike users

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Conversion Funnels

Build & Run   Saved Funnels

Step	Event	Filters	Count			
1	Loan Application	No Filters Add Filter +	209		100%	Remove Event ✖
2	Underwriting	No Filters Add Filter +	158		76%	Remove Event ✖
3	Credit Check	No Filters Add Filter +	83		40%	Remove Event ✖
4	Decision Completed	No Filters Add Filter +	29		14%	Remove Event ✖

Add Event +

Take Action ▾   Save   Run ▾

Internal Use Case
Optimize Loan Origination Application processing by Agents by optimizing application process flow and providing training materials to low producers

External Use Case
Optimize effectiveness of managing user claims online, to ensure answers are readily available so users avoid contacting contact center

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