

# Max Life Partners with Numr to Elevate Customer Experience through Real Time insights and Predictive Analytics

Category: Business

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- The partnership improves Max Life's customer insight ability with in-depth sentiment analysis at wide scale coverage
- Numr's platform equips Max Life with an improvement framework on overall experience and operational efficiency across its touchpoints by robust base of consumer voice

**Max Life Insurance Company Ltd. ("Max Life"/ "Company")** has announced a strategic partnership with Rebuscode, a wholly owned subsidiary of Numr Canada, a pioneer in digital customer insights and predictive analytics. This collaboration aims to leverage Numr's advanced analytics capabilities to deepen Max Life's understanding of customer needs, enhance customer experiences, and drive [sustainable growth](#).



## **Max Life [Partners with Numr to Elevate Customer Experience through Real Time insights and Predictive Analytics](#)**

By integrating Numrs AI-powered platform, Max [Life](#) aims to go beyond traditional customer sentiment measurement of Net Promoter Score (NPS). Numrs cutting-edge [technology](#) offers a more comprehensive, holistic and live view of customer sentiment by analyzing a wide range of data sources in real time via a digitally administered survey program at scale. These insights will help Max Life better understand customer needs at every touchpoint, empowering the company to [deliver more personalized experiences](#) and build stronger relationships with its policyholders. The platform will also enable a predictive analysis model to bring about preventive and proactive ways of improvement customer experience via its AI capabilities and keeping with the advent of [technology](#) in the field of consumer insights.

Key benefits of this partnership include:

- [Comprehensive Insights: Numrs solution offers](#) Max Life a complete view of customer sentiment, enhancing its ability to understand the evolving preferences and expectations of its customers.
- **Predictive Capabilities:** By harnessing predictive analytics, [Max Life](#) can anticipate customer needs, address potential concerns before they arise, and proactively reduce churn.
- **Enhanced Financial Outcomes:** With Numrs platform, Max Life aims to improve customer retention, increase

revenue, and enhance the overall customer lifetime value, contributing to long-term [business](#) growth.

Numrs predictive analytics also allow [Max Life](#) to identify at-risk customers early and address their concerns, improving satisfaction, reducing churn, and increasing customer lifetime value.

**Manu Lavanya, Senior Director and Chief Operations Officer, Max Life** said, “*This partnership with Numr strengthens our ongoing commitment to being a customer-obsessed life [insurer](#). Numrs AI-driven solutions [offer us deeper and actionable insights around customer](#) behavior, enabling us to deliver enhanced customer experience. The collaboration is instrumental in building a future-ready customer ecosystem, and a [step forward towards](#) becoming the most admired life insurance company in India.*

**Amitayu Basu, CEO of Numr Inc.,** said, “*We are thrilled to partner with Max Life [Insurance](#). This partnership underscores our commitment to driving meaningful [customer experiences in the insurance](#) sector. By combining our AI and predictive analytics capabilities with Max Lifes dedication to customer-centricity, we look forward to delivering actionable insights that will not only strengthen customer relationships but also contribute to Max Lifes [growth](#) and success.”*

With this partnership, Max Life continues its journey towards building a data-driven, customer-centric approach, enhancing its ability to offer meaningful, personalized [experiences to every](#) policyholder. By leveraging Numrs AI-powered insights, Max Life is well-positioned to drive growth, enhance customer loyalty, and solidify its position as a [leader in the Indian life insurance industry](#). As customer expectations evolve, Max Life remains committed to leveraging [innovation](#) and insights to stay ahead, fostering long-lasting relationships and ensuring a superior experience at every step of the customer

journey.

### **About Max Life [Insurance](#)**

Max [Life is a Joint Venture between Max Financial Services Limited \(“MFSL”\) and Axis Bank Limited](#). Max Life offers comprehensive protection and long-term savings life [insurance](#) solutions through its multi-channel distribution, including agency and third-party distribution partners. Max Life has built its operations over two decades through a need-based sales process, a customer-centric [approach to engagement and service](#) delivery and trained human capital. As per the annual audited financials for FY2023-24, Max Life has [achieved a gross](#) written premium of INR 29,529 Cr.

For more information, please visit the company website at [www.maxlifeinsurance.com](http://www.maxlifeinsurance.com)

### **About Numr Inc.**

Numr Inc. is a leader in AI-driven customer insights and predictive analytics, specializing in [transforming customer feedback into actionable insights](#). With a presence in multiple industries, Numr helps companies enhance customer experiences and achieve measurable [business](#) outcomes.

For more information, please visit the company website at [www.numrcxm.com](http://www.numrcxm.com).

