



MetLife, a leading global provider of insurance, annuities and employee benefit programs, serving 90 million customers. Through its subsidiaries and affiliates, MetLife holds leading market positions in the United States, Japan, Latin America, Asia, Europe and the Middle East.



SM Marketing Platform is integrated to CRM System



E-mail & SMS & OTP Solutions



Marketing Automation for various channels



Detailed Reports special to business units



Customer History Report

When was the last time he get a message?

What was the special offer?

When did he get his e-receipt?

RESULTS

Customer Loyalty

Customer Satisfaction

Feedbacks for Business Development

Data Enrichment for CRM