

ANALYTICS OUTSOURCED DATA TEAM

CHUBB®



SUMMARY

For global companies like **Chubb Insurance**, scaling data initiatives across regions can be resource-intensive—especially when local operations are limited or absent. By partnering with our **Malaysia-based outsourced data team**, Chubb successfully modernized its Consumer Lines analytics environment—**without the need to build internal data teams**. This engagement provided Chubb with **cost-efficient data delivery** giving them access to skilled professionals, proven processes, and rapid deployment capabilities—delivering measurable value while maintaining flexibility and scalability.

OBJECTIVES

- Provide Chubb's **Consumer Lines division** with a **flexible** and **cost-effective analytics solution**
- Enable **automated reporting and self-service dashboards** to support campaign tracking, lead management, and operational insights
- Accelerate time-to-insight while minimizing internal resource strain
- Avoid the overhead of hiring and managing full-time in-house data staff in Southeast Asia

SOLUTION

- Our outsourced data team, based in **Malaysia**, delivered a full-stack analytics solution tailored for Chubb's Consumer Lines business:
- Built **automated data pipelines** consolidating data from marketing platforms, policy systems, and campaign sources
 - Developed **Power BI dashboards** to provide real-time visibility into lead performance, sales funnels, and customer segmentation
 - Delivered a **governed data model** with documentation to ensure consistency and scalability
 - Maintained **remote, time-zone aligned delivery** with regular touchpoints and transparent communication

BENEFITS

- **High ROI, Low Cost:** Access to experienced analytics professionals at significantly lower rates than in Western markets
- **Zero On-Site Requirements:** Fully remote setup eliminates the need for on-ground staff or infrastructure
- **Faster Delivery:** Lean sprints and agile methods accelerate analytics deployments
- **Regional Familiarity:** Teams understand local business context, regulatory considerations, and data workflows
- **Scalable Resourcing:** Easily adjust team size and focus without long-term hiring or contracting delays