

Amica Mutual Insurance Company Delivers Outstanding Customer Care with Strategy One

Strategy's HyperIntelligence® improves call center operations and cultivates new revenue streams.

Press Release • March 19, 2025

TYSONS CORNER, Va.

Highlights

- Amica uses the HyperIntelligence® feature of the Strategy One platform, integrating insights into frontline representative workflows to facilitate high-quality customer care.
- HyperIntelligence helps Amica generate significant operational efficiencies and cultivate new revenue streams while reducing system integration costs and time.
- Amica technology leaders will discuss the business impact realized by adopting HyperIntelligence in a webinar on Tuesday, April 8 at 12 p.m. Eastern Time. <[Register online](#)>

News Summary

Strategy (Nasdaq: MSTR), a pioneer in AI-powered business intelligence, today announced that [Amica Mutual Insurance Company](#) is using the Strategy One platform and its HyperIntelligence® feature to improve call center operations, cultivate new revenue streams, and enhance how representatives apply data to provide excellent customer care. HyperIntelligence seamlessly integrates insights into representative workflows, improving operating efficiency and facilitating upsell to qualified customers.

“Part of our data strategy is to get consumable data into the hands of our end users as quickly as possible,” said Christina Perfetti, Managing Vice President, Actuarial, Amica. “Strategy plays an important role in our ability to democratize data for the broader Amica team.”

“HyperIntelligence proved a huge shortcut in helping us quickly share relevant insights and trusted data with Amica representatives to support customer service calls,” said Ray Zientara, Assistant Vice President, Enterprise Data Solutions, Amica. “HyperIntelligence gives our Claims and Sales and Client Services teams the information they need to provide the high-quality customer care Amica is known for on every call, while eliminating the high cost it would otherwise take to integrate systems.”

“Amica’s use of HyperIntelligence to drive quality, efficiency, and revenue is a great example of how Strategy makes data easily accessible to front line workers,” said PeggySue Werthessen, Vice President of Go-to-Market Strategy at Strategy. “We designed Strategy One to offer unmatched agility for our customers so they can harness the value of their data across the organization wherever and however that data is needed.”

Amica technology leaders will discuss the business impact realized by adopting HyperIntelligence in a webinar on Tuesday, April 8 at 12 p.m. Eastern Time. [Register online](#)

For more information about Strategy One, visit <https://www.strategysoftware.com/strategyone>.

About Strategy

Strategy (Nasdaq: MSTR) is the world's first and largest Bitcoin Treasury Company. We are a publicly traded company that has adopted bitcoin as our primary treasury reserve asset. By using proceeds from equity and debt financings, as well as cash flows from our operations, we strategically accumulate bitcoin and advocate for its role as digital capital. Our treasury strategy is designed to provide investors varying degrees of economic exposure to bitcoin by offering a range of securities, including equity and fixed-income instruments. In addition, we provide industry-leading AI-powered enterprise analytics software, advancing our vision of Intelligence Everywhere. We leverage our development capabilities to explore innovation in Bitcoin applications, integrating analytics expertise with our commitment to digital asset growth. We believe our combination of operational excellence, strategic bitcoin reserve, and focus on technological innovation positions us as a leader in both the digital asset and enterprise analytics sectors, offering a unique opportunity for long-term value creation.

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