

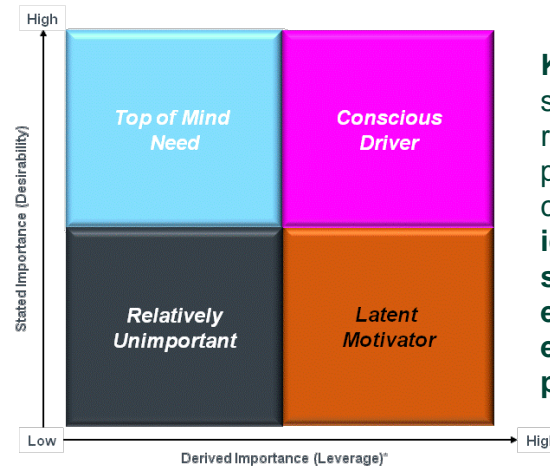
Touchpoint Experience Design

GIMRA Example

A syndicate of 12 insurers. Benchmark tracking since 1998 - satisfaction with household and motor claims handling post event. Online portal for access to results

Overarching objective to: **improve the customer journey through all key areas of the experience to meet customer needs and priorities and drive improving standards of service.**

All relevant touchpoints were covered from documentation, first notification, communication, insurance staff, loss assessors, repairers/suppliers, claim conclusion, and care shown post claim.



Key metrics = overall satisfaction, likelihood to recommend and buy other products and treating customers fairly. **We also identify different types of satisfaction drivers for each element of the customer experience to focus on the priorities.**

Actionability:

Insurers better understand how to treat a customer at a potentially emotional time to greatly impact satisfaction, advocacy, profitability and the industry's reputation. Significant uplift in satisfied customers since 2006 across all insurers. Two lowest performing insurers increased satisfaction scores by 28% and 18% respectively.

Insurers are better placed to deliver service aligned with customer priorities, to more effectively manage internal resources, and to tailor the right communication messages.

The level of performance they would expect from a top quality insurer

The level of performance they receive from the insurer

The level of performance that would cause them to complain

Using **SIMALTO**, we measure the gap between expectations & performance across all aspects of the customer experience. Customers are asked to rate each element on the three levels above. This tells us what is acceptable in service delivery and where companies need to improve.



Qualitative insight drives change by identifying new attributes, levels and language that reflect evolving customer needs and insurer-led process changes.