

From web interaction focus to customer need focus



THE COMPANY

With 24 independent regional insurance companies and the jointly owned Länsförsäkringar AB, Länsförsäkringar is Sweden's only customer-owned and locally based banking and insurance group. Länsförsäkringar is the market leader in the Swedish non-life insurance segment, with a market share of 30%.

THE SITUATION

Länsförsäkringar had great understanding in the importance of using the internet and web solutions as sales channels to its customer and where making efforts in developing its on-line services to be as easy as possible to understand and use.

Transformator was commissioned to explore and illustrate the customer's habits, needs and wants in using web based sign-up services for the auto insurance segment.

THE ADDED VALUE

The project was organized as a research project in cooperation with SVID to remain open minded, gain customer insight and to learn how to improve the service development processes in the company. The research focused on qualitative interviews with current and potential customers.

Transformator are consultants in Service Design.

With over 10 years of refined industrial design practices for customer insight and innovation, we help organizations and companies to increase value and enhance the experience in the customer meeting.

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The survey uncovered a fundamental blind spot in the perception of how the customer actually becomes a customer. The individual insights gained in the survey could each be addressed with minor but crucial changes in the make-up of the on line service. Combined, all changes and tweaks started to effectively target and help the car buyer to become a satisfied customer.

The more common approach to interface and service design is based around the process of using the service such as signing up for a new auto insurance. The more profitable approach is to design the service around the customer's primary need which in this case was about buying a new car and comparing the overall cost of owning it.

After implementation, sales increased by 32% compared to previous years, and has lasted over time.

This type of approach to service design and business development has since spread within the organization. The insights gained from the project were then implemented into remaining internet based sales channels, with increased sales as the result.