

Assisto's customer engagement

Double Digit Profits Growth using an Innovative Mobile
Communication Channel: Restoring Customer Loyalty and Enhancing
Customer Experience

2024

About Us

London-based Business Innovator

Delivering proven business value for customers through innovative use of data, advanced analytics, and optimization-based holistic decision-making.

Unique Business Solutions:

- ✓ The world's most effective lead generation engine
- ✓ Unique wallet pass manager
- ✓ Omnichannel and omniproduct customer relationship orchestration



Insurance strategy

www.insurancethoughtleadership.com

10 PIVOTAL CHALLENGES FACING INSURERS IN 2024

5. Shifting Consumer Expectations:

Changing consumer expectations, influenced by advancements in technology and a demand for personalized experiences, pose a challenge for insurers to stay relevant. Meeting these evolving expectations requires the development of innovative, customer-centric products and services.

The Customers of today are used to personalized experiences: innovative, customer-centric products and services

Lack of a personalized approach leads to **diminishing customer loyalty to the brand** and **increased price shopping**.

Our goal: Build customer loyalty and increase the relevance of staying with a specific insurer by enhancing customer experience.

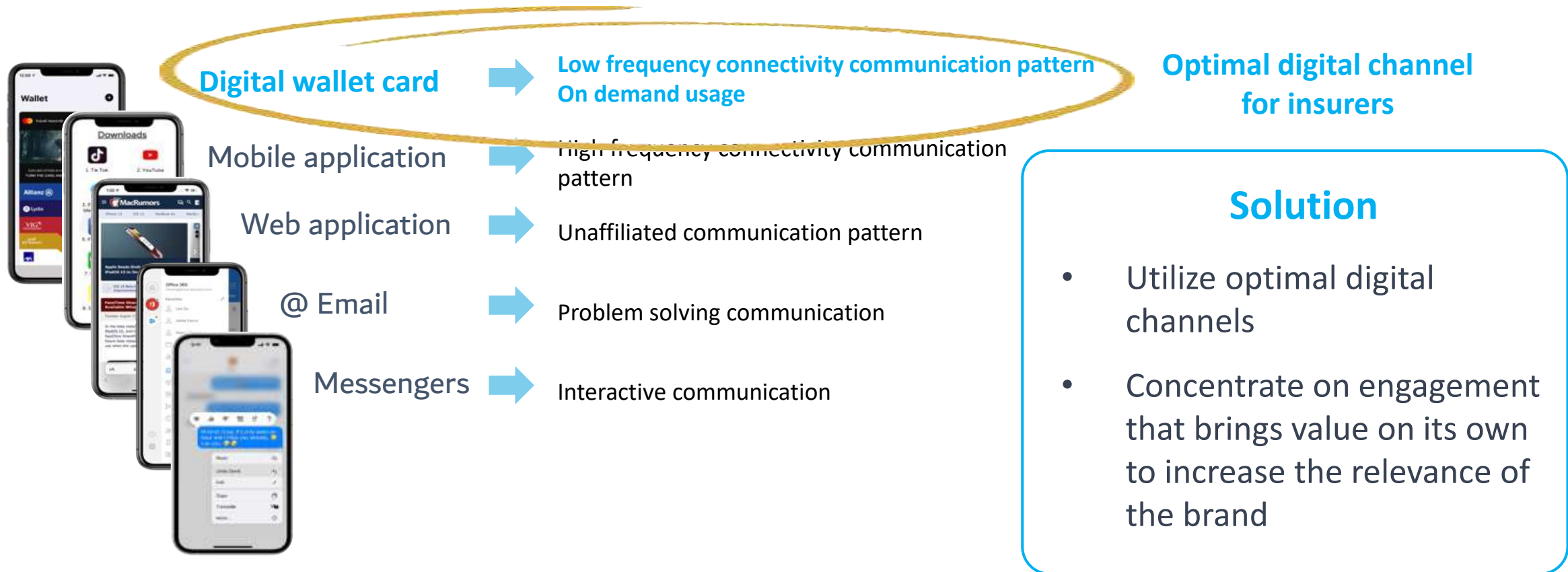
Why: Reselling and cross-selling to a loyal customer base for whom an insurer becomes the first choice, it is the easiest and most efficient way to expand the business.

How: Using new technologies, which offer previously unforeseen possibilities for developing meaningful and strong ties between insurers and their customers.

Insurers digital transformation

Challenge:

Communications blend in with a growing heap of marketing offers from other brands



Wallet passes - simplicity with value

- ✓ Ability to dynamically change the content of the pass
- ✓ Ability to send Push notifications to the card

Button to turn the card to the back page

Dynamic banner

Dynamic text field

Bar code (EAN, QR, PDF 417)

Card sharing

Link to Mobile apps shop

Card properties

Card back page

- Important contacts
- Marketing offers
- New and important info
- Link to webs a and web apps
- Link to documents
- Link to chatbot, social networks, emails, etc.
- FAQ

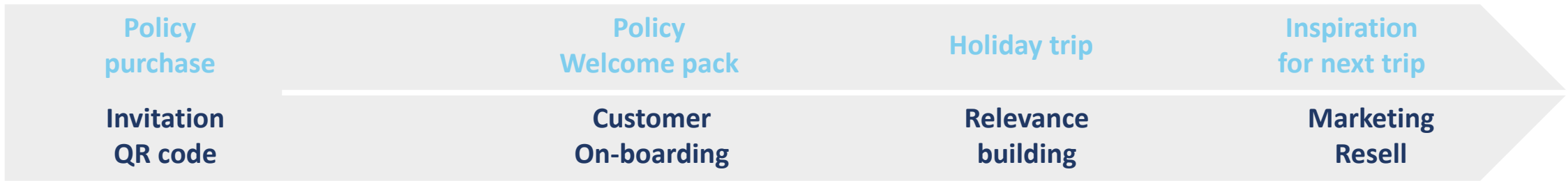
Various types of designs could be used: Boarding pass, Coupon card, Event tickets, Generic Store card, Business card, etc.

- ✓ Easy to adopt channel - no instalation needed – download rate 3x higher compared to mobile apps
- ✓ Low storage size impact in mobile phone - 175x smaller to iphone's and 60x smaller than Android's mobile apps
- ✓ Simple to use channel - average age of users 15 years higher in comparison to mobile apps
- ✓ Contains the most necessary information depending on the context

Going digital with Assistto – journey steps (travel insurance)

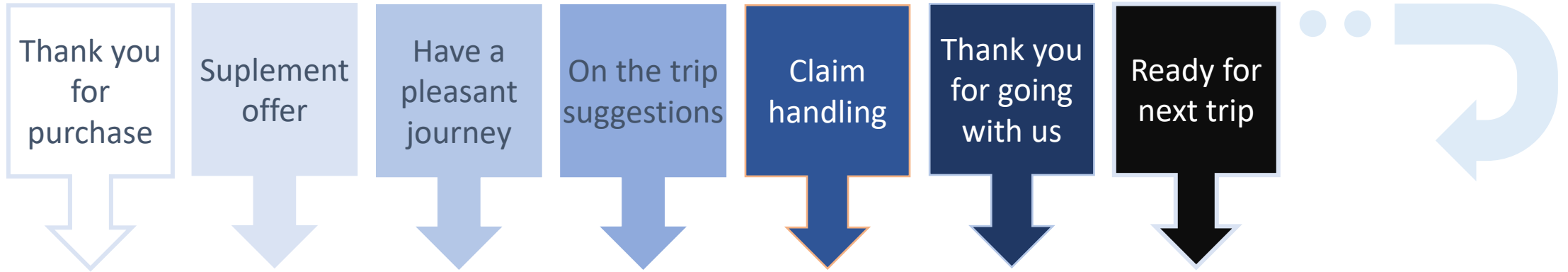


Customer journey - Customer journey - Customer journey - Customer journey - Customer journey - Customer jou



Going digital with AssistO – engagement example (travel insurance)

Communication types



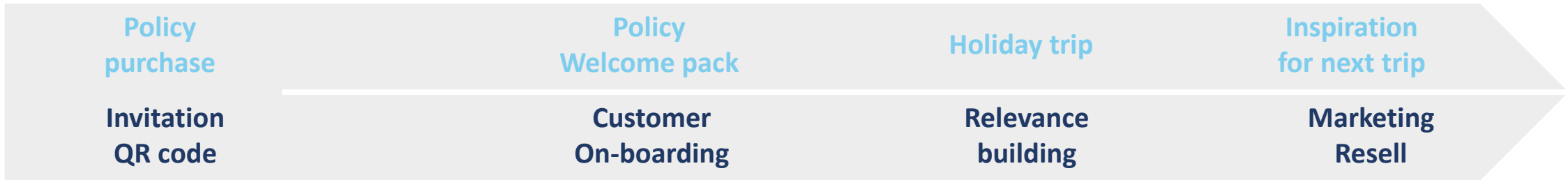
Communication triggering based on Analytical Customer 360 insight

single travelers – families – retired pairs – sportsman...

teenagers – digitaly adapted – analog generation...

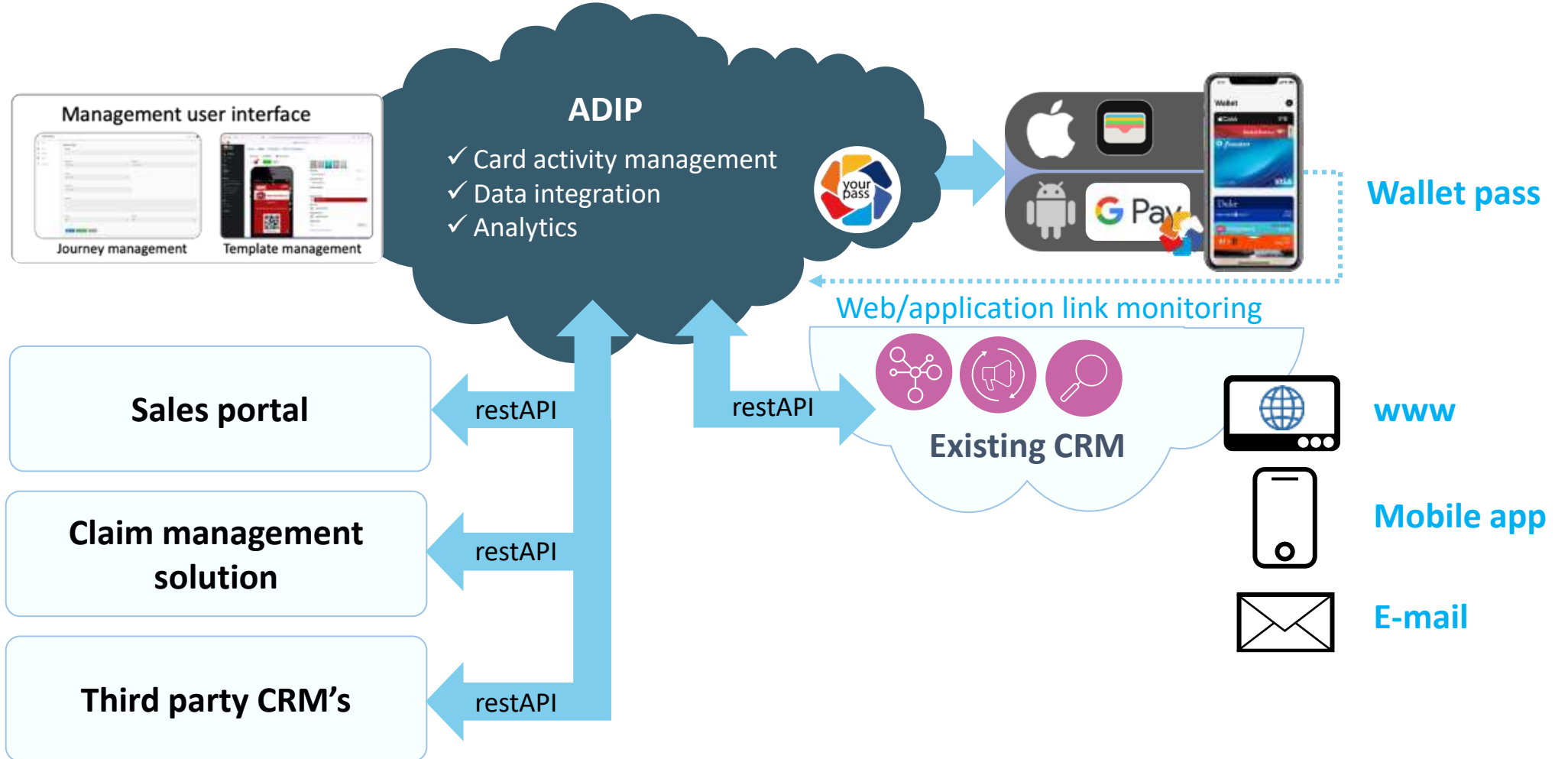
off the season – holiday – always same place and time - frequent travelers...

Customer journey - Customer journey - Customer journey - Customer journey - Customer journey - Customer jou



Customer Engagement integration to insurers IT ecosystem

Unified communication strategy encompassing all digital channels accessible via mobile devices integrated in ADIP (Assisto Data Integration platform)



Interested in results?

Benefits

- ✓ Keeping contact with customers after the service had been delivered – for example after return from trip after travel insurance use
 - Up to 80 % of passes are kept 1 month after the trip
 - Up to 65% of passes are kept 1 year after the trip
- ✓ Increased level of resell – yearly purchase of insurance policy for family holiday trip
- ✓ Decreased level of price shopping when new insurance is about to purchased
 - Reselling customers go directly to favorite insurer

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