

Case: Smart Claims handling. Enhancing Customer experience

Summary:

Customer:	Zurich Austria
Objective:	Boost customer experience in auto and home protection claims.
Project:	Real time personalized video claim notification.
Results:	Increase of 2X in TNPS



Objective

- **Boost customer experience** in the claim's moment.
- **Reduce phone calls and doubts** in the claims process.
- **Promote customer's evolution towards digital** channels

Project

Since 2015, Zurich Austria sends a personalized video to customers after a Claim in Auto or Home protection policies.

The personalized video is created in real time, while the Claims handler collects the data during the conversation with the customer.

After the phone call, the customer receives an email with the personalized information related with its claim.

Key

- Real time personalization.
- Email delivery just few seconds after ending the phone call.
- Integration inside the claims process of the company
- Tracking of the clicks on the landing buttons and in the video.

Main Results

- **2x in TNPS of customers that has claims and receive the video.**
- 70% of customers see the video
- 77% see the video story complete
- 30% see the video at least twice

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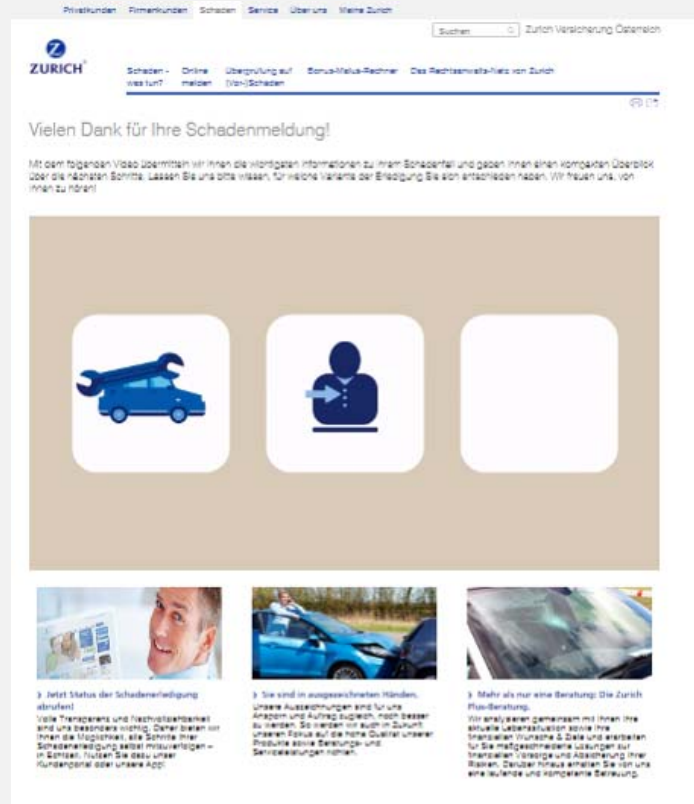
Video



Email



Landing Page



« Rache und keine Abweidung beim Schadenfall durch eine zuverlässige und freundliche Mitarbeiter? »
Quelle: Zurich Kundenbefragung