

# EXPERIENCING THE JOURNEY

## The challenge

Our financial services client (a division of a major UK company) had launched three new products – car insurance, a credit card and an instant saver account. They wanted to benchmark the customer journey (from initial awareness about the product to completion of the purchase) against key competitors – particularly supermarkets. The aim was to improve the journey to win more customers and increase loyalty.

## The insight

Our approach was to weave together various research streams, to gain the necessary depth of insight, with direct experience of the customer journey in order to open our client's eyes to the full range of issues and opportunities along the way. Qualitative research with new customers, to understand the motivations behind why they were buying the product, was followed by a quantitative study reviewing our client's and competitors' products to understand satisfaction at different stages of the journey and the impact of this on likely retention.

Finally, the team at Incite experienced the customer journey itself by taking out the products. Members of the client team also ordered competitor products to experience the "real" journey. Materials and experiences were collated, compared and reviewed through a series of workshops – which proved very enlightening.

## Client benefits

As the result of the programme, a number of potential improvements were identified in the journey. These were presented to the board of the client and then, as it was deemed so important, to the board of the parent company itself.

As a result an internal team was formed and a design agency commissioned to address the issues – with Incite involved in the identification and briefing of potential agencies.

Call Roger Banks on 020 7438 4950  
[www.incite.ws](http://www.incite.ws)

