



Improve customer experience during policy purchasing process for vehicle insurance

By Biswa Ranjan Nayak

1.0 Problem

In the case of buying insurance online, the first step is to discover the right product with ease of purchasing and have excellent support to retain users. People usually lack information and tend to search heavily online that suit their needs. So, finding the right balance of providing information and support by enhancing the user experience will help in Acko's Success.

Following were the problem observed where the user experience of the Acko app needs to be improved:

- HomePage of the app which shows not so relevant policies that cover 50% of real estate.
- User needs to put extra effort to understand the process during the buying journey.
- Unable to ask queries about the specific product instantly.

Not having a clear and impactful User Experience will lead users to feel not trustworthy and often feel demotivated to complete the desired tasks which may lead to:

- Churning of customers.
- Decrease the trust factor for first-time users.

2.0 User Persona

Rahul	<p>Who: 24 years old, tech-savvy. A car owner looking to purchase insurance for his car online and don't want to get involved in offline agents and paperwork. Discovered Acko through FB ads and downloaded the app.</p> <p>Pain points: Cannot decide if Acko policy will be the right option for him and want to research on his own by comparing it with other insurance providers. That results in the move out of the app to visit the insurance aggregator sites.</p>
Deep	<p>Who: 40-year-old, tech-savvy. An Acko User who needs some quick information about his policy from customer support. Not having enough time due to his busy schedule will have an urge to get the details faster.</p> <p>Pain points: Need to call the toll-free number and wait to get the information which leads to dissatisfaction and may lead to churn.</p>
Jay	<p>Who: 30-year-old, lazy, less tech savvy. Discovered Acko and signed up on the platform to buy bike insurance.</p> <p>Pain points: Need to check the price of Acko policy but have to fill up so much information to proceed will be less motivation for him and will drop off from the buying journey.</p>

3.0 User Journey

Policy Purchasing :

Steps followed	User Emotions	Reason
Want to buy a policy for vehicle	Excited	User is excited about finding a new policy that can fulfill all coverages.
Open insurance provider app – say Acko	Happy	Took time to understand what all the app provides but understood the features.
Clicked on the insure bike option	Sad	As the user need to put extra efforts to select all the bike details
Don't see user reviews on the app	Sad	Decreases the trust factor for the user
Check the pricing for various packages	Sad	Felt overwhelmed and cannot decide what suits him the best.
After clicking on buy option , it prompted to share all the details	Sad	Due to past experience, users are scared to share the mobile number which can lead to multiple sales calls.
User provides the details	Sad	Need to fulfill details which can be auto-populated from profile-email, number.
User somehow entered the wrong registration number of his vehicle	Anger	App didn't detect the wrong registration number and proceeded with the payment.
User corrected the registration number by going back	Happy	Done the payment and received the invoice.

Claiming for vehicle accident:

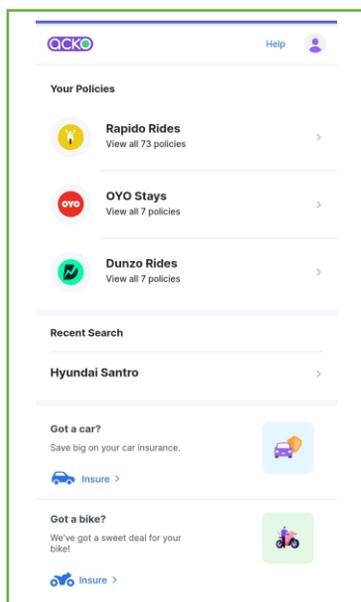
Steps followed	User Emotions	Reason
User encountered a severe accident where his vehicle is damaged	Sad	NA
User want to inform the insurance provider	Sad	Don't find enough information about how to proceed.
User want to proceed now with the claim process	Happy	User expected that the process will be simple and easy.
User clicked on the claim option after going on to the policy page	Happy	Automated answers and don't need to describe the scenario

User asked to submit all the documents	Sad	User feels worried as he has to recollect all the documents and put them to scan.
Insurer appoints a surveyor to examine the case	Sad	Takes long time to get verified by the surveyor
After a survey of your bike, the insurer sends an approval to the garage to begin the work.	Happy	User gets happy that the vehicle will get repaired
Users get paid according to the terms and conditions made during policy purchase	Happy	Gets the policy claim amount

I will focus only on the policy purchasing in this document since I have not experienced the Acko claiming process and hence suggesting any feature or improvement related to it will not be beneficial.

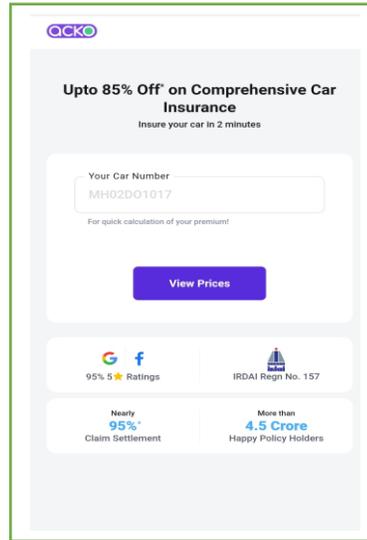
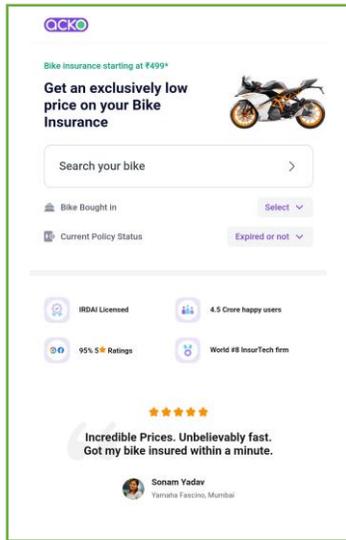
4.0 Pain Points

1. The Home Page layout requires cognitive load for the users to proceed with the buying journey :



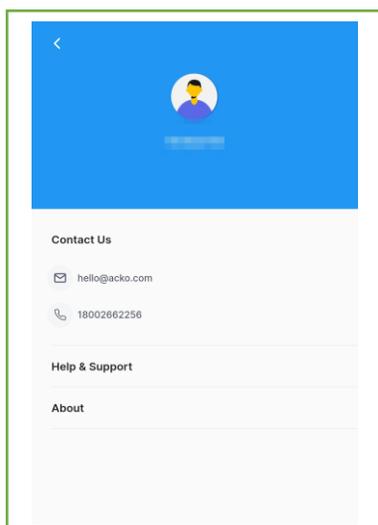
- Almost 50% of the real estate is covered by 'Your Policies' that are not even relevant for the users today as the micro-insurance for the Rides and stays are way older and not required for the users to see them in the first place.
- Not having clear intuitiveness in the homepage that leads to user to go to the policy purchasing journey.
- Not having enough information for the first time users will lead them to drop off from the buying journey
- For after purchasing experience there is nothing to showcase which will lead users to visit the app.

2. Policy Purchasing process needs extra effort which may lead to user churn (Hick's law):



- In the case of bike insurance, user need to fill up extra details to view the policy package which is not a delightful experience and may lead to churning of users
- Users not having enough knowledge of policies cannot decide what suits them best and feel overwhelmed by the list of suggestions.
- Users find it hard to compare policies with other insurance companies. They either move out of Acko's user flow and hit up aggregators, speak to many agents, or just spend loads of time on other company websites to create their comparison. This pushes the customer away and often results in the customer dropping off the buying journey.
- Does not detect incorrect registration numbers on the car purchasing journey which may lead to invalid policy and users may feel frustrated.
- The layout of car and bike insurance is entirely different.

3. Reaching for help is a two-step process with additional waiting time to contact customer care:



- Users who don't find quick support may not be interested in using the app again which leads to a bad user experience resulting in the churn of users.
- Additional waiting time to resolve the simple queries can take a hit both on the user who has immediate need and for Acko that needs high customer support to resolve all queries.

5.0 Solutions

1. **Better categorization:** On the homepage, effective use of real-estate of the app will provide better visibility of the product features, and users will be motivated to interact more with the app.

Why:

→ To provide better discoverability of all features.

What it solves:

→ Problem#1 i.e. Reduces friction to achieve the tasks

Implementation:

- On top of the real estate, the carousel with the text 'My policies' will be displayed. Instead of a vertical list, horizontal policies will be displayed categorized by Own insurance and other travel insurance which consists of rides, hotel insurance, etc.
- On the middle of the real estate, navigation tab with car, bike, health insurance can be Shown.
- Clicking on each of the navigation tabs will bring the corresponding detail box where the information needs to be provided.
- On the bottom of the real estate, a toolbox should be provided to the user to provide more engaging experience and making them more knowledgeable about the different insurance.
- Toolbox will contain the compare feature of different policies and various Acko articles to provide more information and make it an engaging experience for the users.
(Refer 8.0.1 for mockups)

2. **Autofill bike details:** On the bike insurance tab, a default way to enter the bike registration number should be added. And based on the registration number it should detect the bike details automatically without putting much manual effort for the users to select every detail of the bike which will save time for users and can reach the desired goal i.e. to view the policy faster and efficient way.

Why:

→ To show the policy details faster.

What it solves:

→ Problem#2 i.e. Reducing extra effort for the user.

Implementation:

- On the homepage, a bike tab will be created with a default box highlight the text in grey as 'Enter the registration number' will be provided.
- Below the default option, another option to be provided that can proceed with the steps without the registration number.
- App should detect if the provided registration number is incorrect and should throw an error that 'Please enter valid registration number'.
- Below the default box, the expired status radio button will be shown to let users choose the current status of their existing policy.
(Refer 8.0.1 for mockups)

3. **Compare Policies:** A separate compare policies tab will be created on the policy package page that can offer a policy comparison with other insurance providers which can ensure users compare products without moving out of the app to check the insurance comparison sites like policy bazaar or BankBazaar.

This will help the customer see the important features that matter and can also increase the conversion of users.

Why :

- To provide users a compare feature from which they can get the best insights of policy.

What it solves :

- Problem#2 i.e. Reducing extra efforts for the user

Implementation:

- On the view policy page, a compare tool will be shown where user can compare the Acko policy with other insurance providers.
- After clicking on the compare option, a comparison chart will be created showing the details of Acko and selected insurance provider.
- A comparison chart will be a static entity initially but later can be automated by using ML models to create a comparison chart.
- Showing the comparison like What's good here, what's bad here, what's okay, and what's lacking will increase the trust factor and showcase the transparency to the user.
- Users then are prompted why they should go for Acko rather than other insurance providers will give a confirmation bias to the users.
(Refer 8.0.2 for mockups)

4. **Conversational virtual assistant:** Users often need help on inquiry or related to their existing policy or understanding a certain product. They reach out to customer support for help which results in a higher number of incoming support queries that leads to delay in query resolution and first response time. This may lead to a broken customer experience and results in customer churn.

Providing users a first response time to their queries through a virtual assistant will be a great customer experience that will lead to conversion and also reduce customer churn.

Why:

- To help users with faster query resolution.

What it solves:

- Problem#3 i.e. Improves support experience for users.

Implementation:

- On the bottom right, an Ask Acko popup will hover. By clicking that a simple messaging box should be shown.
- Users will be shown some predefined options to choose from such that it can reduce the manual effort and can achieve the goal within less time.
- If the user has some emergency and needs customer support to assist then the virtual assistant can connect the customer support in the chat itself or can give a call from the support based on user choice and the preferred language.
- After closing the chat with the virtual assistant, users will be prompted to rate the support so that it can be easily tracked and the success can be measured.

(Refer 8.0.3 for mockups)

6.0 Prioritization

Sl.No	Solution	Impact	Effort
1.	Better Categorization	High	Low
2.	Autofill Bike details through registration number	Medium	Medium
3.	Compare policy	High	Medium
4.	Conversational virtual assistant	High	High

* Impact is measured based on user urgency and the alternative it has currently to achieve the tasks.

* Preference will be given as follows: Higher Impact, Less Effort.

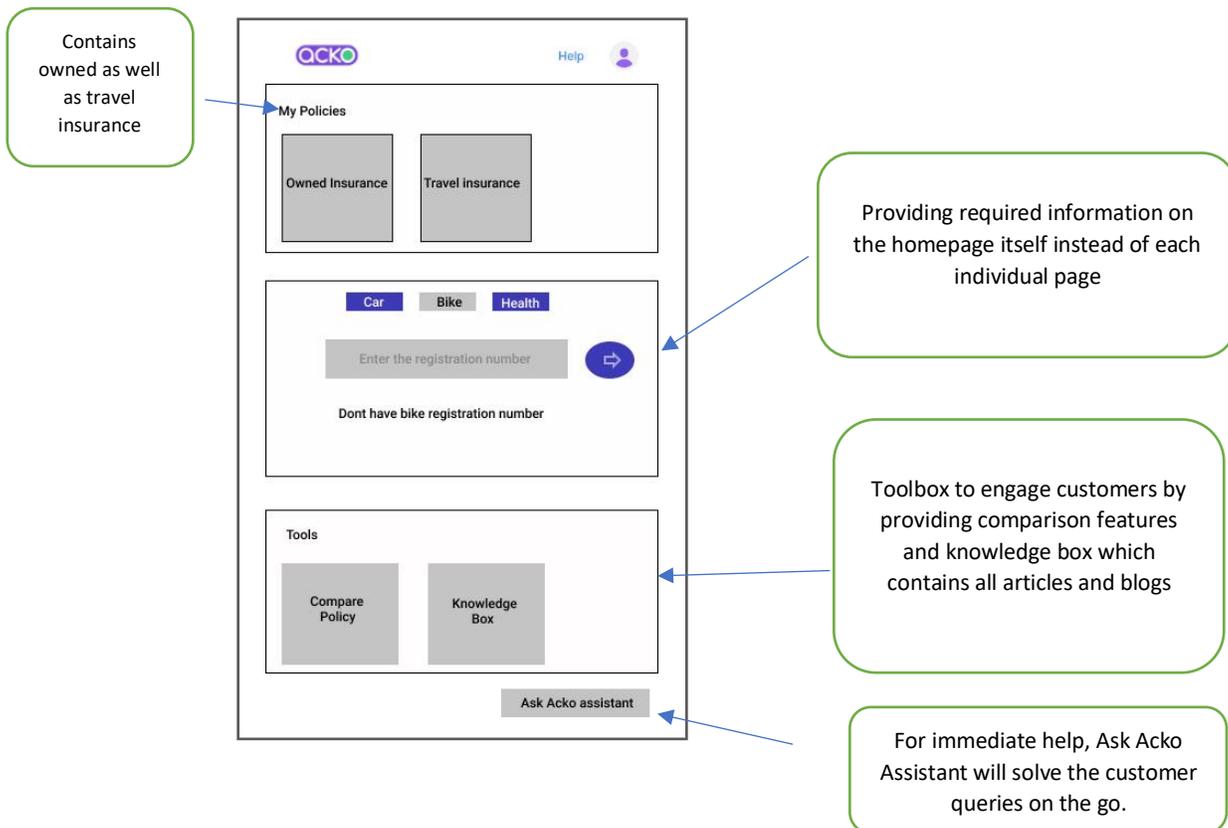
Final priority order : 1,3,4,2

7.0 Success Metrics

Solution	Metrics to assess
Better categorization	<ul style="list-style-type: none"> Avg. time spent on the app after the homepage improvement.
Autofill Bike details through registration number	<ul style="list-style-type: none"> The conversion rate of users buying bike insurance after this feature.
Compare policy	<ul style="list-style-type: none"> # of users doing the comparison by clicking on the option. Conversion % of users who compare the policy
Conversational virtual assistant	<ul style="list-style-type: none"> # of users starting a chat with an assistant. Drop off rates at different stages of chat # of users giving positive rating after chat # of complaint rates before and after the assistant.

8.0 Mockups

1. Better Categorization and Auto Fill Bike Details:



2. Compare Policy :

Compare Policy option is added

ACKO Compare Policy

Bajaj Pulsar 150 150CC [Edit](#)
Bike Bought in 2020
Current Policy Not Expired

Third Party Plan
Only covers third party losses, damage to your bike is not covered [See details](#)

- 3 year plan ₹2,256+GST
- 2 year plan ₹1,504+GST
- 1 year plan ₹752+GST

Insured Value Not applicable

Personal Accident Cover @ ₹1,050 [Add](#)
₹15 lakh coverage against accidental injury or death

₹2,256+GST [Buy Now](#)

Comprehensive Plan
Standard policy covering damages to third-party and to your own bike [See details](#)

- 3 year plan ₹2,965+GST ₹2,578+GST
- 2 year plan ₹2,019+GST ₹1,756+GST
- 1 year plan ₹1,083+GST ₹942+GST

Insured Value ₹69,629 [Edit](#)

Personal Accident Cover @ ₹1,050 [Add](#)
₹15 lakh coverage against accidental injury or death

₹2,578+GST ₹2,965+GST [Buy Now](#)

Compare Acko with other insurance provider

Acko Two wheeler Reliance Two wheeler +

Comprehensive ▾

Good		
Bad		
Okay		
Lacking		

+ option to add more insurance provider

Drop down menu to select the packages option

3. Virtual assistant :

Ask Acko Assistant **ACKO**

Hi

Welcome to Acko . Please select desired option for which you need help with:

- 1.Claims
- 2.Renewals
- 3.New Policy
- 4.Others

3

Select option what help do you need on renewal:

- 1. Want to know renewal date
- 2. Renewal of existing policy

1

Your renewal for 'XYZ' policy is due on 1/1/2022

Do you need any more help?

No

9.0 Appendix

Here are the below [questions I asked](#) during user research:

1. Which vehicle do you own? (To understand the type of vehicle they use)
2. Do you have insurance for your vehicle? (To understand whether people are buying insurance regularly)
3. What is the process for you to search for the best policy insurance provider? (To understand the various option that user goes through)
4. What are the things you hate while purchasing policies online? (To understand user pain points)
5. Did you register a claim for your vehicle in the past? (To understand how many people encountered such a situation)
6. What are the things you hate during claim processes? (To understand user pain points)
7. Do you visit your insurance website/app after purchasing a policy? (To understand the user behavior)
8. Does your insurance provider guide you through all the information or you have to research it on your own for their terms and conditions? (To understand the various option user go through)

Doing the user research, I got to know the user's approach, expectations, concerns, and pain points which helped me define functionalities and move towards my second step.

Here are some highlights I found during my survey :

- Over 66.7% of users prefer to buy the policy online and the rest 33.3% of users prefer offline
- For offline preferred users, they are often influenced by other people like agents, parents who do offline insurance from their connections.
- For online preferred users, they look for the best deals which have a low price but takes care of all coverage. Apart from that, they look for reviews online as well as take reviews and suggestions from friends.
- The worst experience for people purchasing policies online is that they get repeated calls from salespeople all the time to buy more policies.
- For first-time users, there is no guidance that can help them to understand the process and choose the right policies. And they don't have time to go through all the articles and blogs.
- Over 50% of users have registered a claim for their vehicle in the past. And the worst experience for them in claiming is to have multiple follow-ups with the customer support, no clear timeline or workflow, lack of visibility of further steps, need to wait to contact the customer care.
- Very less interaction with the insurance provider app/website after policy purchasing.
- Over 66.7% of users do their research before buying any policy.