

Client Success Stories



Author



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About The Author

Throughout his career, Tony has become a member of the MRS, AQR, ESOMAR and LARIA. Most recently Tony achieved Fellowship Status by the Chartered Institute of Marketing (CIM) the highest accolade that the institute can award a person.

About Vision One

Vision One is one of the UK's leading and fastest-growing specialist market research agency, with award-winning products and services guiding you to success through a bespoke research journey.



Safe Travels

Delving into customer views on Allianz services and communications.



The Challenge

Allianz are a German-based multinational financial services company, with insurance and asset management as its core businesses. Vision One was commissioned to provide research into its travel insurance product strategy and communications. The core aims were to ascertain what customers think is in their policy, understand where they look for further information, identify the appetite for additional cover and understand the key messages that resonate to make them more likely to purchase.



Research Approach

Vision One adopted a mixed-methodology approach to this project consisting of two exploratory focus groups, a brainstorming session, one refinement focus group and an online survey, in that order.



Research Findings

Amongst others, our research revealed three key findings. 1) Customers are fickle and have no real loyalty to brands in this sector. 2) Comparison sites are fundamental to searching for travel insurance products. 3) Medical and health benefits dominate needs.



Action

We recommended the following actions respectively. 1) Develop a loyalty program or product proposition with a loyalty reward. 2) Retain a presence on comparison sites. 3) Place an emphasis on the proposition on 'best' health benefits (and tiers).

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