

# Customer Feedback Platform for the Insurance industry

## The Client challenge

A global insurance company with a mature Customer Experience program was looking to expand and improve its work in CFM. They were looking for a partner to provide them with a platform that is easy to use and fast to implement. Due to the long life of the program in the client's organization, their customers were becoming less interested to participate so the company was looking to apply a more engaging and modern approach.

## The GemSeek Approach

The company wanted to start with a local implementation and test the new approach and then expand throughout multiple markets and build a centralized program. Our team worked together with the local organization to improve upon the old CFM work stream. Our expertise in the Customer Experience helped the local organization to create the best-fitting program for their market. We built a highly customized system in constant collaboration with the local team.

The transfer from the old solution was an important part of the implementation and our team worked closely with the Central team, organizing training sessions and workshops with the different user groups. Our technical team transferred the full historical data to the new platform, allowing for a smooth transfer without letting the company lose any valuable customer insight.

## The Deliverables

After the implementation, the company quickly transferred to the new approach and it is already marking an increase in their response rates and customer loyalty for a number of touchpoints. We are still working closely with the local team, providing them with ongoing support and ad-hoc analysis, while planning the expansion of the program with the Central team.

