

# Insurance & Roadside Breakdown: Drivers of NPS

## THE CHALLENGE

The AA is the leading roadside assistance and motor insurance provider in the UK. They were looking for a clear very in-depth picture on what drives NPS across the 6 different product areas and the 7 journeys within each of these.

## OUR SOLUTION

- **KDA Root Cause analysis across journeys & customer segments**
- 2<sup>nd</sup> order effects of drivers captured through Bayesian Networks and Correspondence Maps
- Deep-dive on top 5 drivers per journey / product area
- Penalty-reward analysis

## THE RESULTS

- Clear understanding of what drives NPS
- 23% improvement in the satisfaction / cost to serve ratio based on our in-depth analysis
- For the first time AA was able to understand the non-linear impact of e.g. call waiting times, response waiting times and breakdown times – these insights were used to optimize operations

