



# GETTING THE MOST FROM OMNICHANNEL EXPERIENCE DESIGN

A Guide to Omnichannel Experience Design for P&C Insurance



**Digital is the new standard**

67%

of insurance customers say they used a mobile device or app for their most recent insurance transaction

30%

said they used their mobile device during their most recent auto insurance shopping experience

70%

of mobile consumers use the channel to manage their existing policies, such as paying their bill or managing a claim





## Canadian P&C Insurance customer preferences

29%

said they are satisfied with their insurers' digital experience.

47%

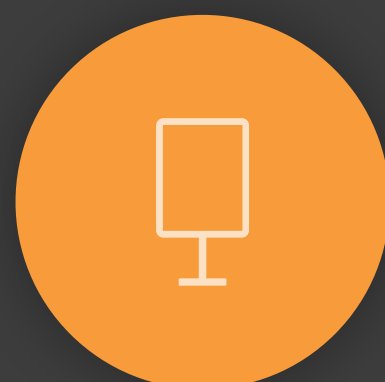
Said they want more online interactions with their insurers.

76%

Say their insurer choice is influenced by the quality of the carrier's claims-handling and customer service



# MULTI-CHANNEL EXPERIENCE DESIGN



KIOSKS



CALL CENTER



SOCIAL



BROKERS



CHAT



MOBILE

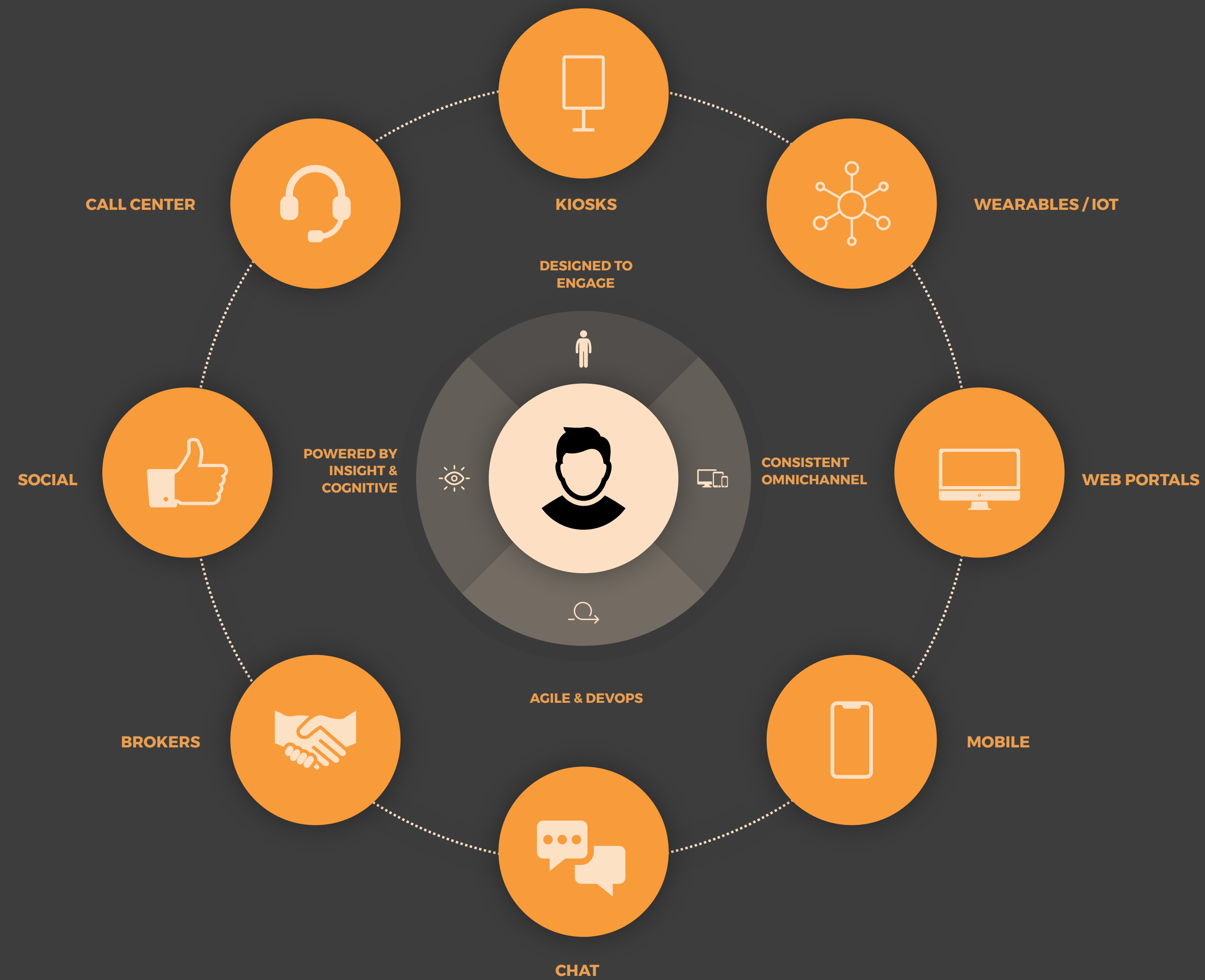


WEB PORTALS



WEARABLES / IOT

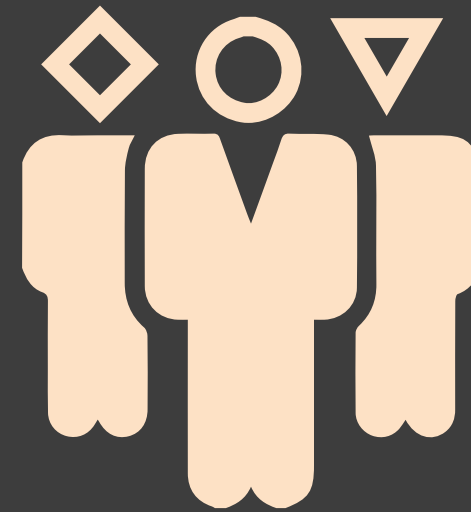
# OMNICHANNEL EXPERIENCE DESIGN



# COMMON OBSTACLES TO EFFECTIVE OMNICHANNEL STRATEGIES



**Perceived Complexity**



**Disregarding Diversity**



**Stunned Cooperation**



Step 1 **Discovering Personas**

# START WITH THE CUSTOMER

## KEY ATTRIBUTES

Collect as much knowledge about the users as possible. Perform high-quality user research of actual users in your target user group.



## EMPATHY MAPPING



### SEEING

What types of things do they see as they engage?



### FEELING

How are they effected emotionally during their journey?



### SAYING

What are some of the most common quotes that we hear them say?



### THINKING

What goes through their mind as they interact?



### DOING

What are the specific tasks that they need to complete?



### HEARING

What are they hearing from others?

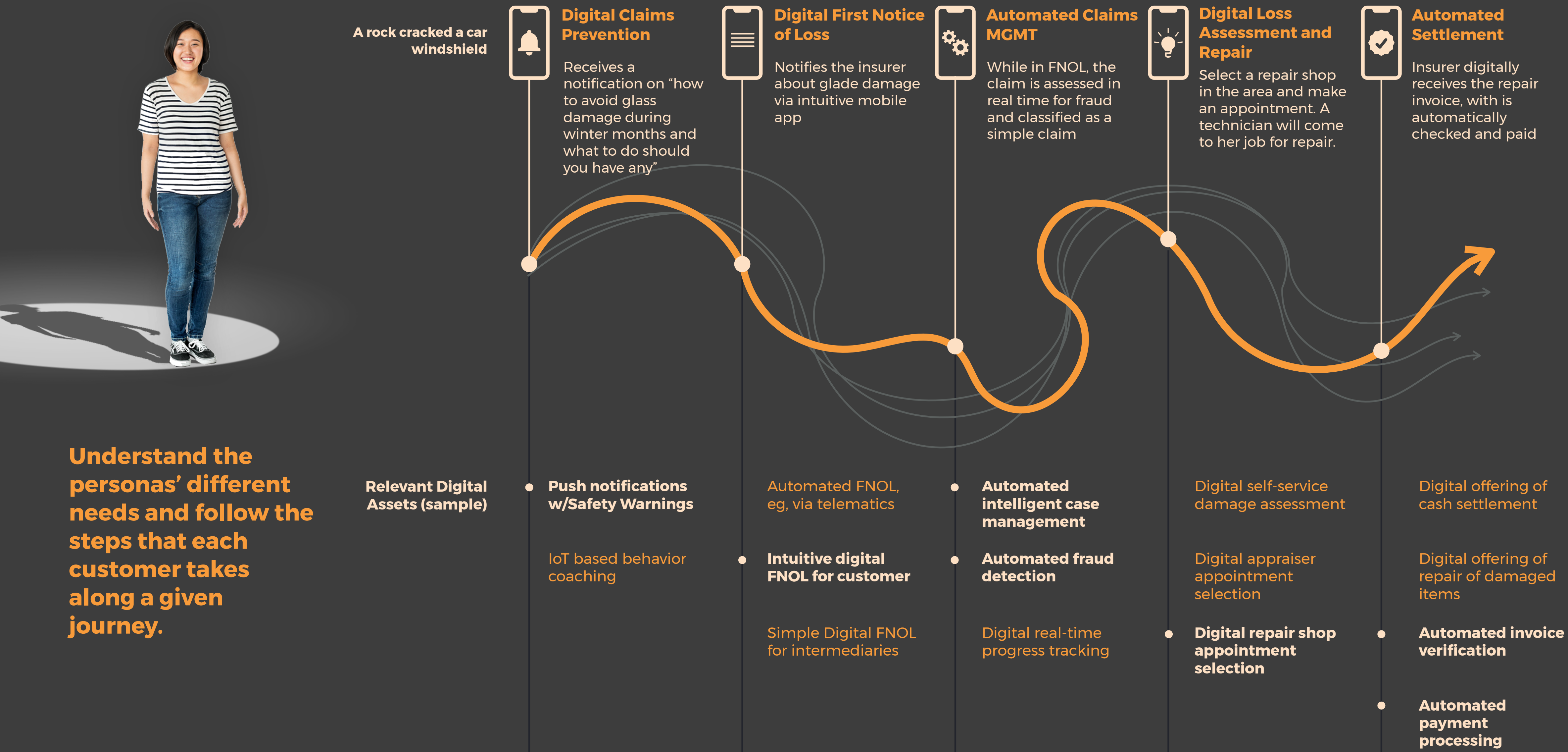
## FORM A HYPOTHESIS

Form a general idea of the various users within the focus area of the project, including the ways users differ from one another

## PREPARE SCENARIOS FOR YOUR PERSONAS

This engaging persona method is directed at creating scenarios that describe solutions. For this purpose, you should describe a number of specific situations that could trigger use of the product or service you are designing. In other words, situations are the basis of a scenario.

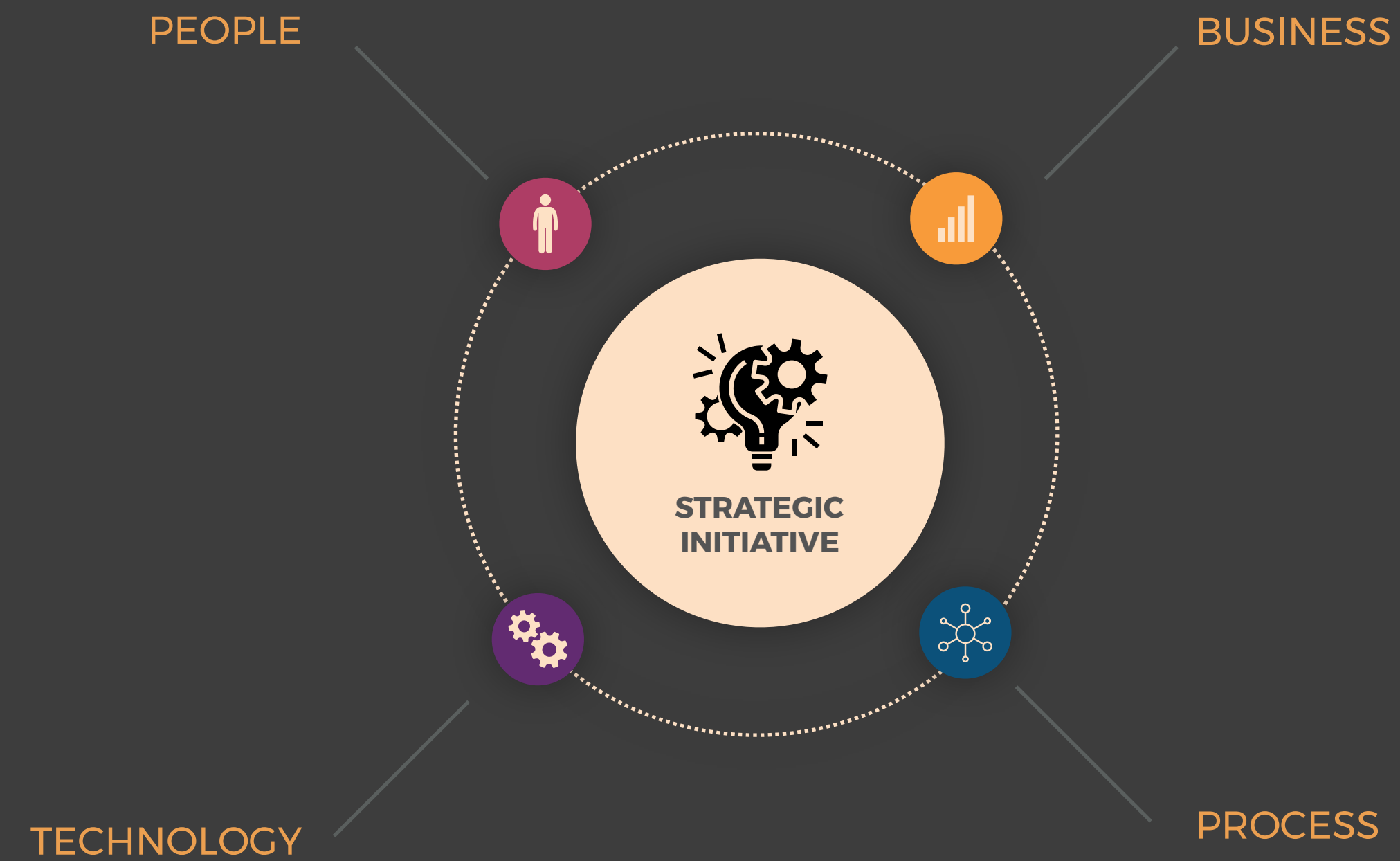
# Step 2 Charting a Journey Map



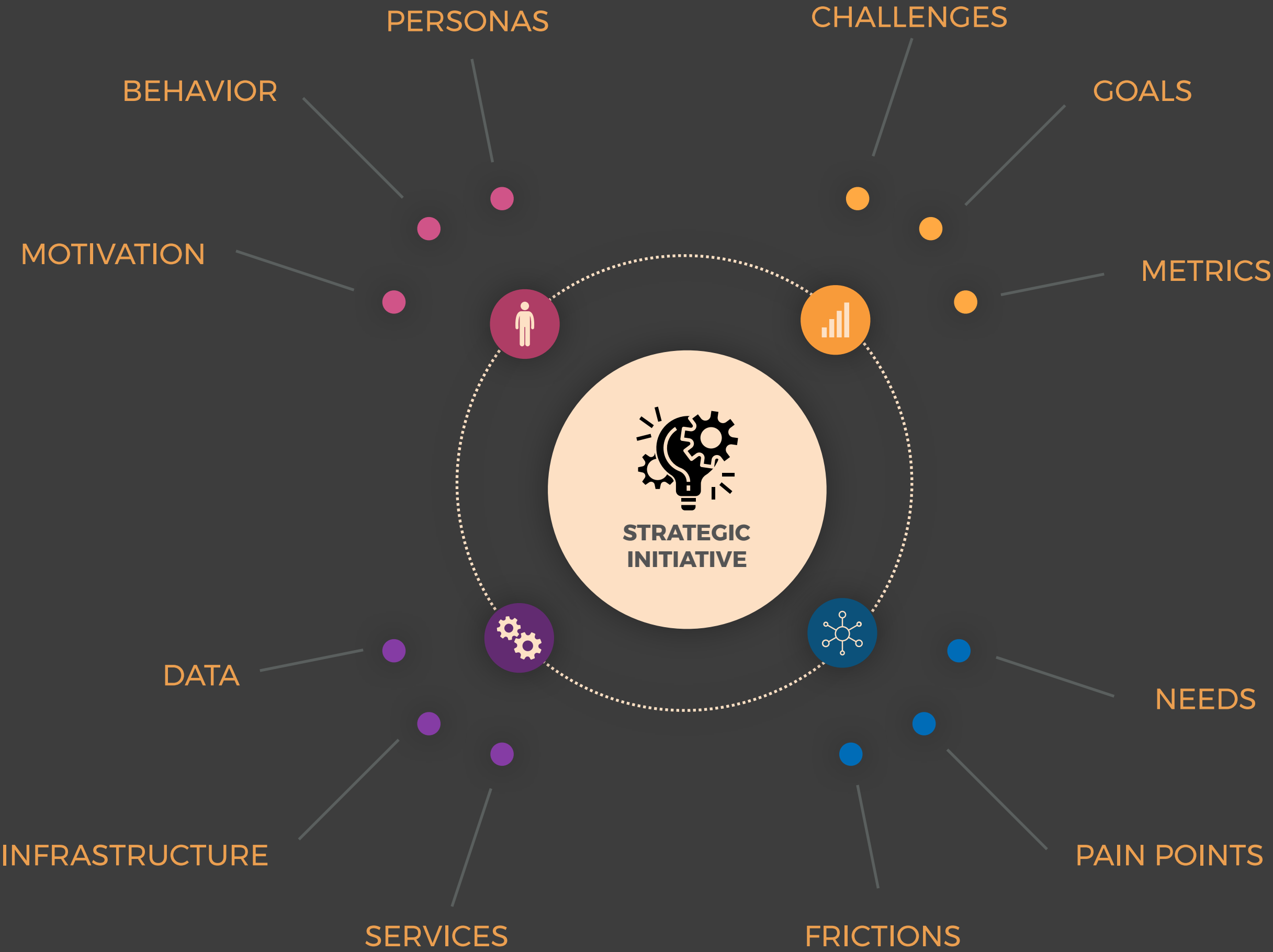
**Understand the personas’ different needs and follow the steps that each customer takes along a given journey.**



# CREATING A MULTI-PRONGED STRATEGY



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# CREATING A MULTI-PRONGED STRATEGY









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