

GROWING WITH OUR CUSTOMERS

LEVERAGING THE CUSTOMER JOURNEY TO BUILD A LASTING BRAND

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CONTENT TOPICS

01 RENEWAL & TRANSFORMATION

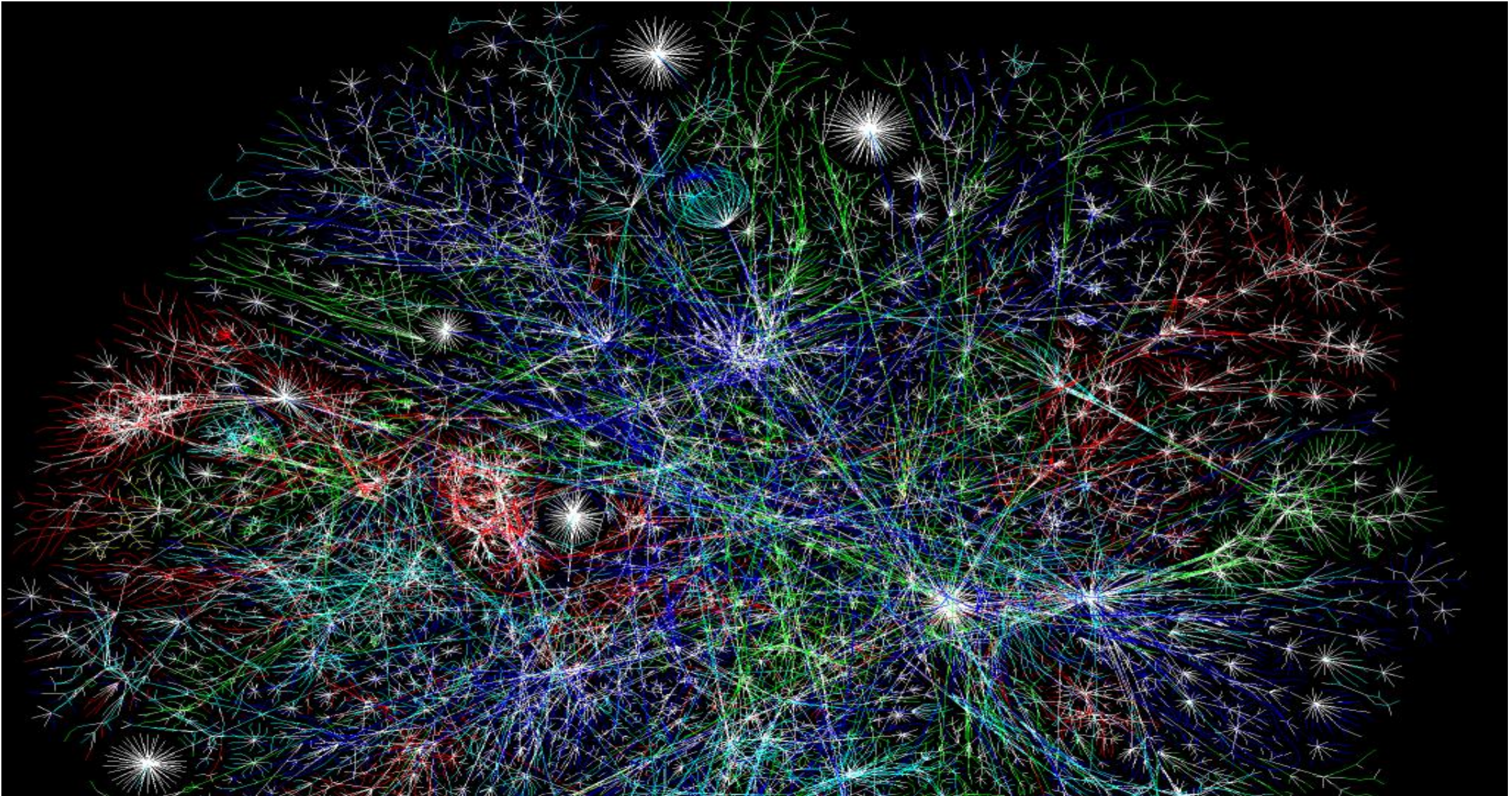
02 VOICE OF THE CUSTOMER

03 FOCUS AREAS

04 THE JOURNEY...BEING A
CUSTOMER

05 QUESTIONS AND COMMENTS

A DAY IN MY DATA... A NEW FORM OF ILLITERACY?



RENEWAL AGENDA 2.0 AMBITION IN CUSTOMER CENTRICITY



RENEWAL AGENDA 1.0

RENEWAL AGENDA 2.0

CUSTOMER CENTRICITY

Customer-centric culture

Loyalty Leadership: Science for NPS drivers; VoC to design intuitive processes & products

DIGITAL BY DEFAULT



IT consolidation
Digital buyable products & customer interface

Dual transformation:
Productivity; decommissioning

TECHNICAL EXCELLENCE



Portfolio optimization & ALM focus

Must haves
Data-drive product design, pricing & claims

GROWTH ENGINES



Some rebalancing

Systematic rebalancing

INCLUSIVE MERITOCRACY



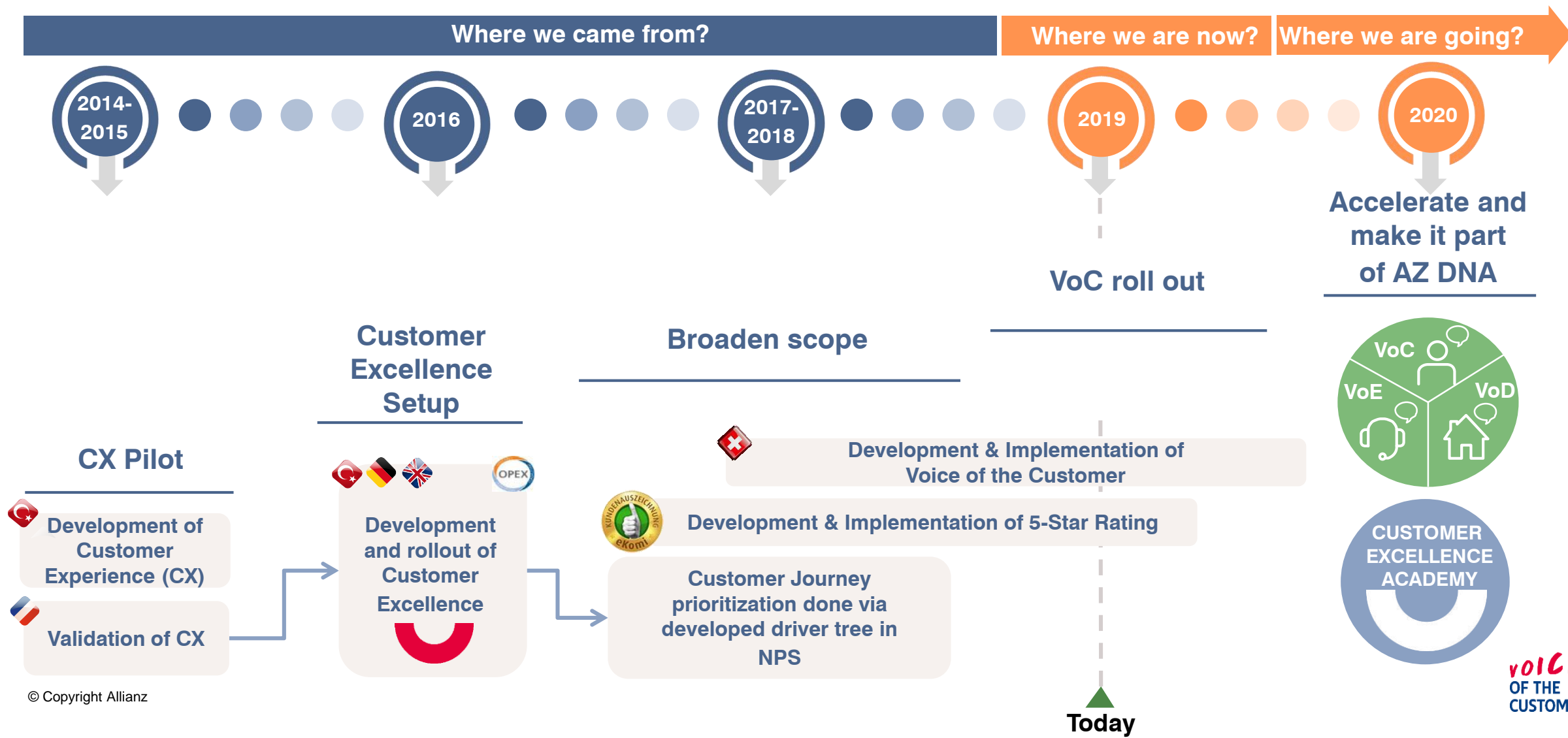
Stronger collaboration & “what & how” leadership

Beat-the-best mindset & incentives
Digitally literate, agile & lean organization

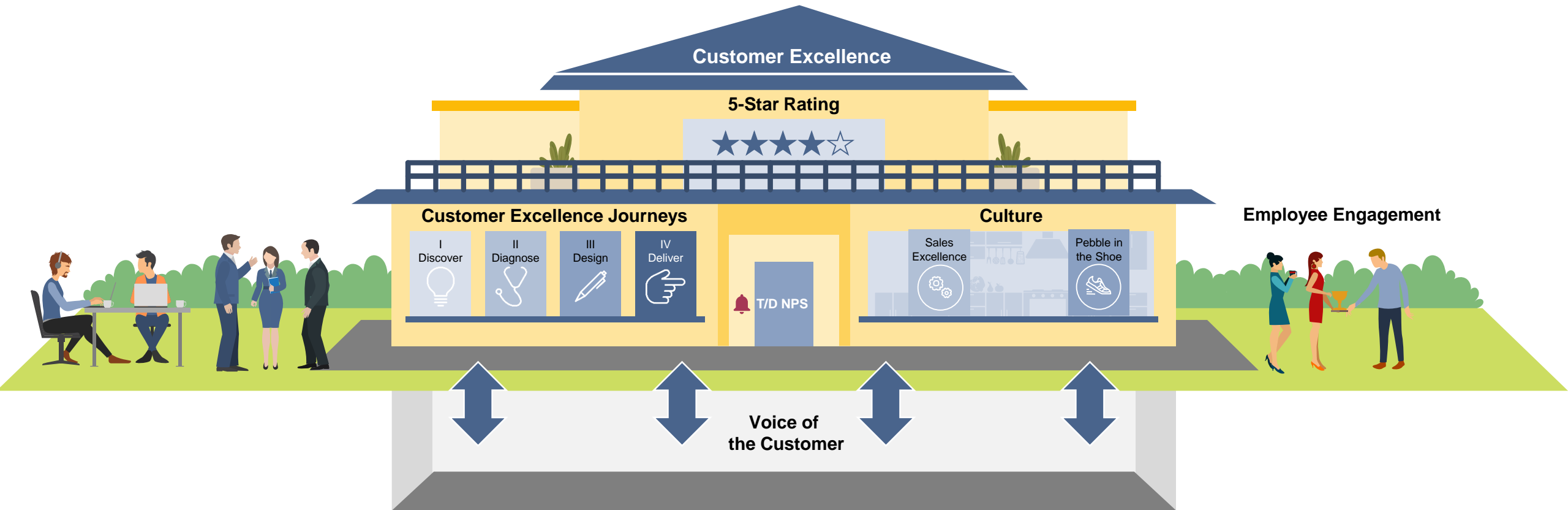




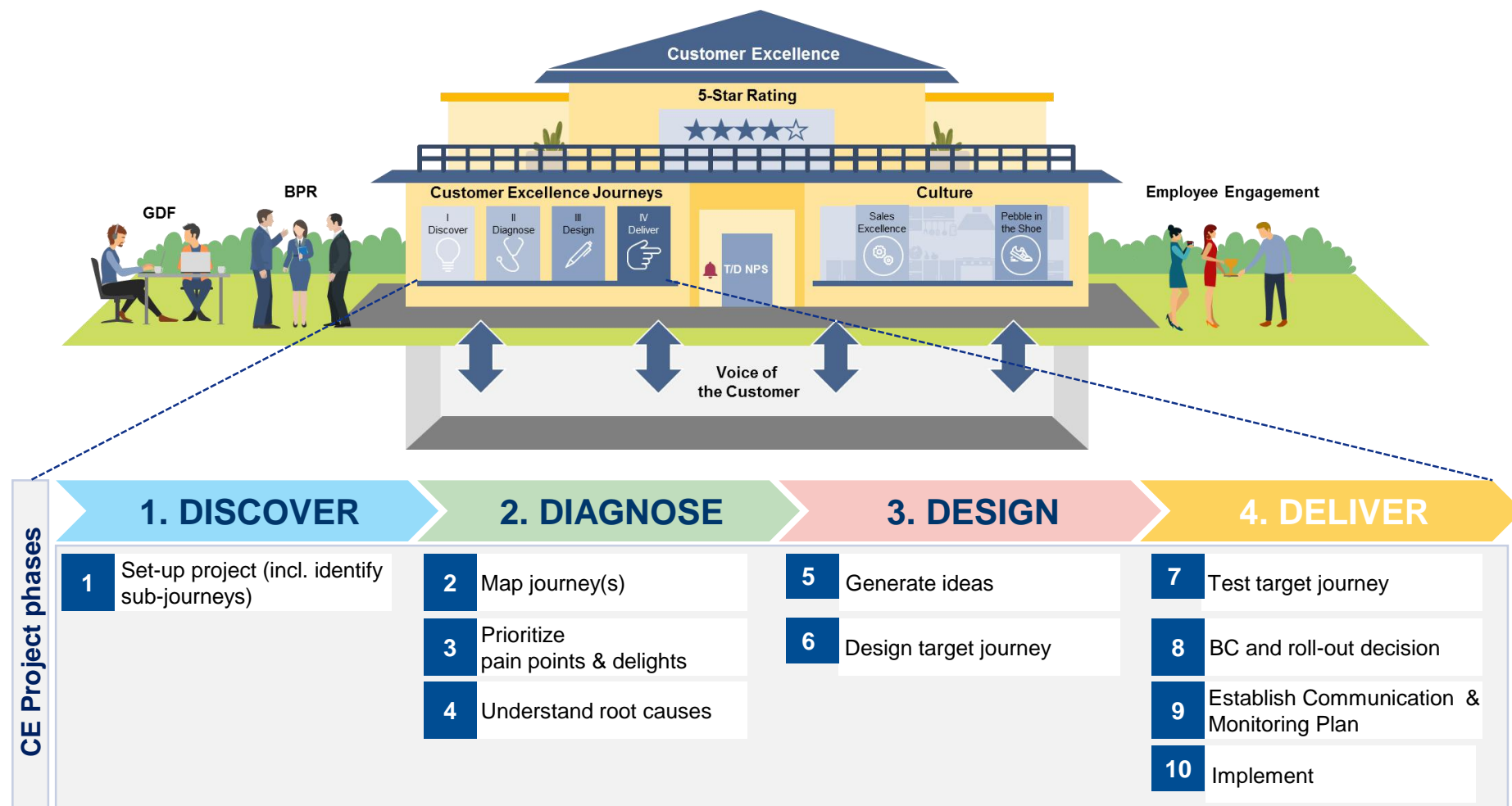
CUSTOMER EXCELLENCE HAS EMPOWERED THE ORGANIZATION TO BECOME CUSTOMER CENTRIC



THE CUSTOMER EXCELLENCE PROGRAM IS A COMPREHENSIVE PROGRAM WITH VOC AS A KEY ENABLER OF ITS IMPACT



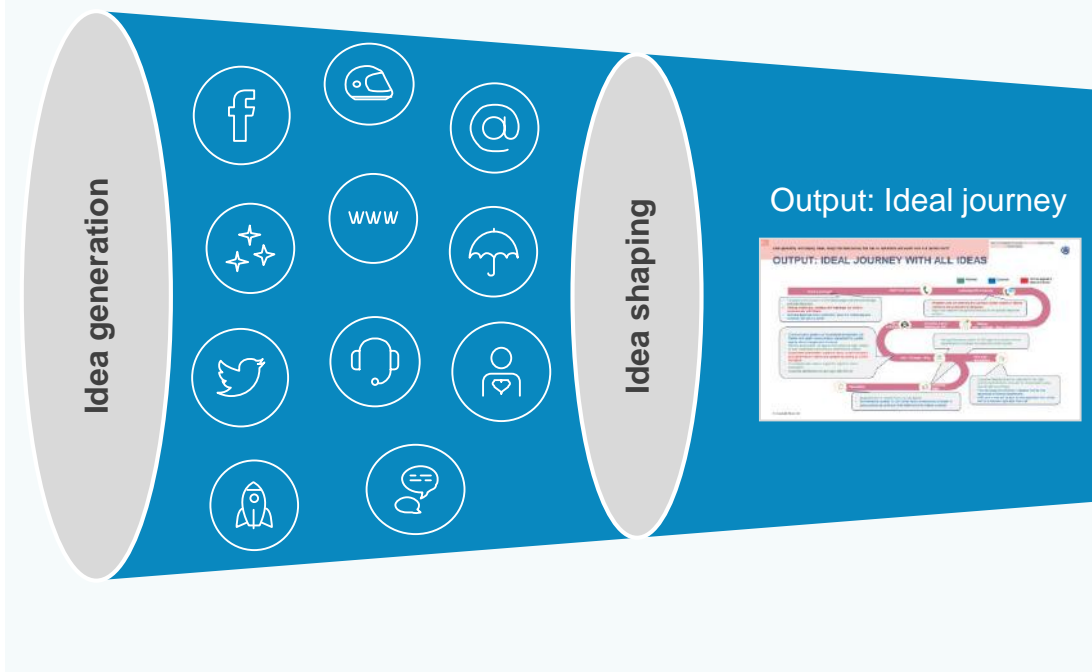
CUSTOMER EXCELLENCE TRAINING FOCUS AREAS



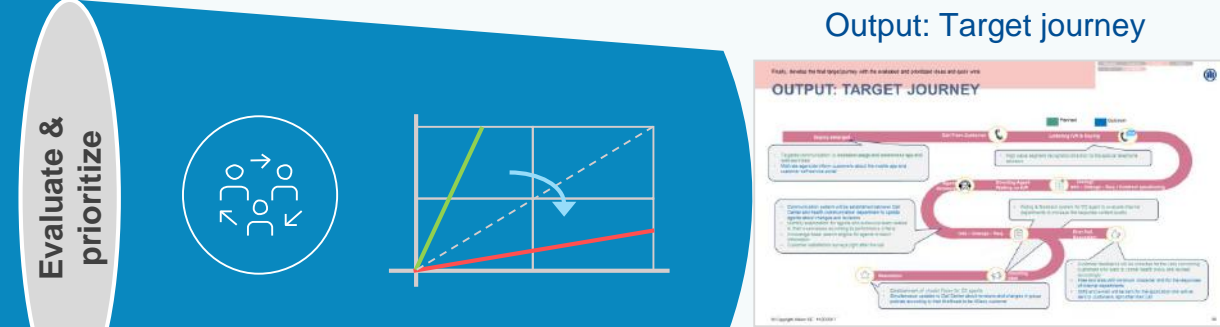
GENERATE IDEAS, EVALUATE THEM AND DESIGN THE TARGET JOURNEY



STEP: GENERATE IDEAS



STEP: DESIGN TARGET JOURNEY



, CALCULATE THE IMPACT AND IMPLEMENT; MONITOR THE RESULTS AND COMMUNICATION



TEST TARGET JOURNEY

- Implementation plan
- Prototyping
- Piloting
- Pilot results

BUSINESS CASE AND ROLL-OUT DECISION

- Impact Model
- Cost Benefit Analysis
- Business Case

COMMUNICATION AND MONITORING PLAN

- Communication plan
- Monitoring plan
- Dashboards

IMPLEMENTATION

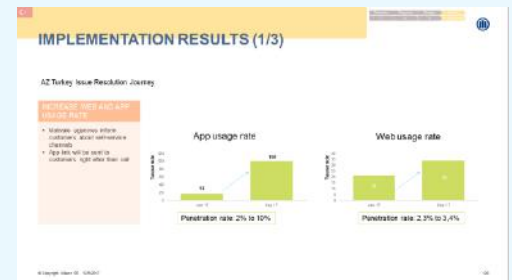
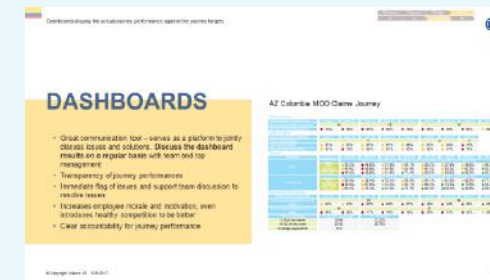
- Implementation results
- Impact on customer satisfaction, process efficiency and employee engagement

Slides can present information in a way that is easier to understand

PROTOTYPING

- Arrange a workshop for users and developers
- Present the current system design
- Sit together at a round table and roughly sketch out the experience
- Evaluate the extent to which each approach meets usability requirements and the agreed objectives
- Use your prototyping tools to produce a rough design of the user interface
- Fit each screen onto the wall
- Ask the user to perform a realistic task
- Ask the user to select options on each screen; the developer records what happens and other points to the next screen or prompt in the next screen to the user
- Refine the prototype based on what you have learned

Suggested time: 4 hours – 1 day
Materials: Post-it, Flipchart, board



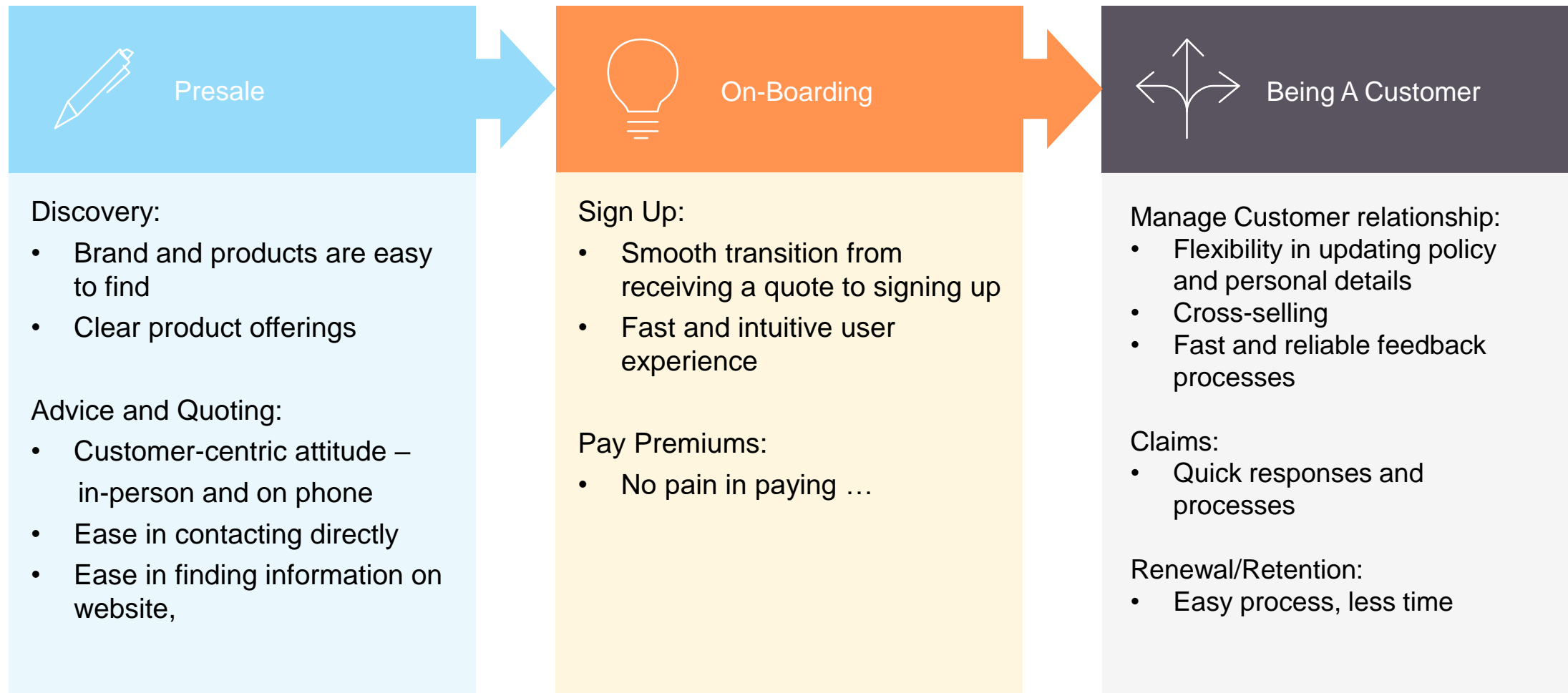


PAIN POINTS FOR CUSTOMERS



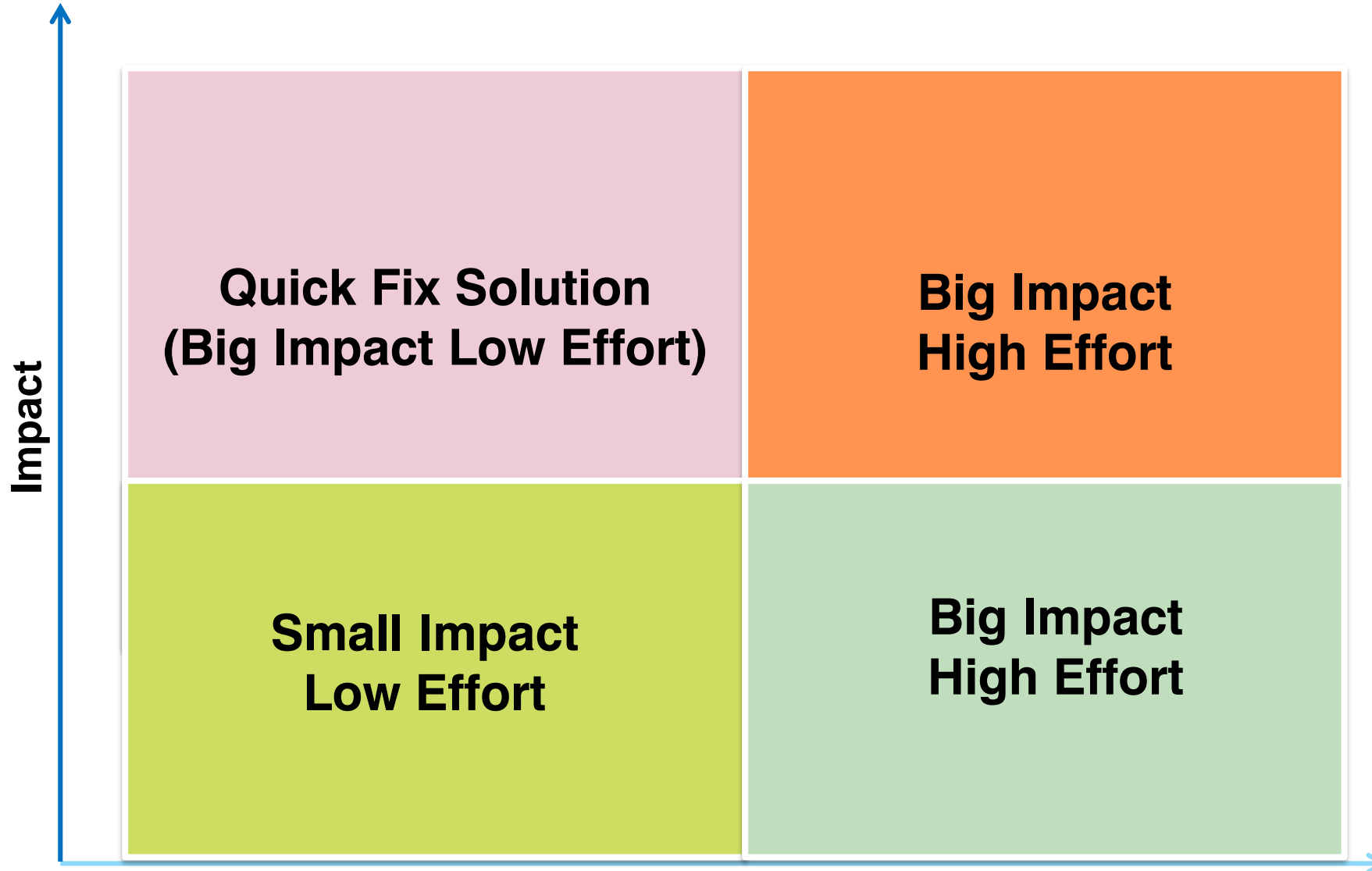
Pain point	Operational drivers	Mitigation Idea
<ul style="list-style-type: none">• Need product information / Not easy to understand	Access to product information (SMPLCTY WNS)	
<ul style="list-style-type: none">• Too much data required on forms	Only important information	Digital sales toolkit
<ul style="list-style-type: none">• No premium payment confirmation	Mobile money premium	<ul style="list-style-type: none">• Real time premium payment notification

THE JOURNEY- Being a customer





Prioritizing Matrix



- Conduct a survey
- This is an easy tool to prioritize our solutions using our team's process knowledge and business experience to list our solutions in this matrix.
- List down all our possible solutions from our brainstorming session with the team. For each possible solution, discuss with the team both the impact and effort required to implement the solution.

THE RESULT...



Number One team!
Number One insurer!

2019 Interbrand Best Global Brands Rankings **Allianz** 