

## AXA PPP - Benchmarking



– Be Life Confident –

### ➤ What they wanted

AXA PPP wanted to compare their sales centre with their competitors in the Private Medical Insurance market. In particular, they were keen to understand how well their call centre staff built respectful and appropriate relationships with customers.

Ultimately they needed to know how well their service delivery matched up to their brand aspirations, the competition and other markets. They therefore subscribed to the Empathy Rating Index which provides an objective and balanced quantitative benchmark of processes and behaviours.

### ➤ What we did

Harding & Yorke researchers made 40 calls into the sales call centre to enquire about AXA PPP products and services. Storylines were designed to represent typical enquiries and test how appropriately AXA PPP met prospects' physical and *emotional* needs. In addition to supplying online and hard copy results, Harding & Yorke performed face to face presentations to key personnel at AXA PPP. These presentations allowed Harding & Yorke to focus stakeholders on how they wanted the customer experience to feel in the future.

### ➤ Outcomes

The ERIC measurement informed AXA PPP's development strategy. In particular it provided an *objective* measure of the 'feel good' factor associated with new business enquiries, not just in their own market, but also compared with other markets as well.

### **Helen Greenwood – Market Research Manager**

*"This research has helped us to see that our industry and AXA PPP are doing a good job. Through the comparisons with competitors and other industries this research allows us to plan for the future in a controlled way."*