

# *Speeding* ahead of the game

How consumer giants are using technology to speed up the customer journey.





# Hello,

Whether buying something, chatting with a bot or a real person, visiting a store or browsing a website, every interaction with a business leaves an impression on the customer. Each encounter along the way to concluding their journey has a major impact on their experience and ultimately how they perceive the brand.

Thanks to the rise of mobile devices, an increasingly important part of that experience is the speed at which their journey takes place. As a result, businesses are investing in technology to deliver a fast and seamless customer journey.



**Brian Coulton**  
Head of Intermediary

# Leading the way

Digital natives such as Amazon and eBay have led the way in the technological game. In an age of throw away items and many products created for function, these brands are embracing technology with open arms to create unique and speedy user experiences for their customers.

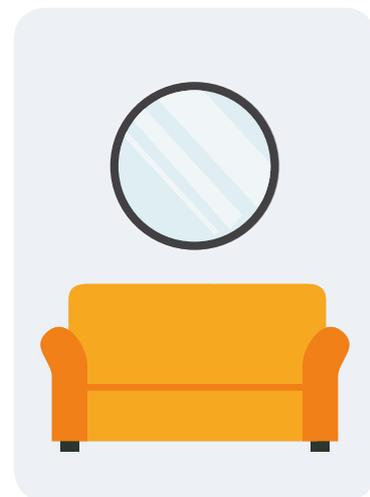
## Amazon

Amazon is one of the most popular online retailers, with millions of users, flocking to the site every day. Way back in 2015 Amazon extended unlimited same day delivery on millions of items to its Prime subscribers.



## IKEA

As we all know IKEA are regularly at the forefront of customer experience design and it is no surprise why. The latest app allows customers to super impose furniture right into their living room. By creating a fun engagement with the furniture, this quick decision tool makes buying a much quicker and seamless process.



Amazon and IKEA are not the only big brands paving the way to speedier customer and product interaction. There are some companies you may not expect that are also using these methods.

## eBay

eBay has been around for years and everyone knows that if you need a quick buy this is the place to go! eBay's mobile app is a little more recent, but provides one-touch ordering from any of its retail partners.



## TGI Fridays

A less obvious example perhaps is TGI Fridays, which has been investing in artificial intelligence over the past 18 months to use data obtained from customer tweets, online bookings or cancellations or even credit card payments to make the individual's experience of their brand the best it can be.



# When technology misbehaves

For those who get it right, the customer reaction – often shared through social media – can have a hugely positive impact, raising brand awareness and contributing to brand loyalty.

## Getting it wrong

On the other side of the coin, if a company gets it wrong, it can turn into a PR nightmare. Think about the huge disruption TSB customers faced last year when the bank made the decision to split its computer systems, migrating over a billion customer records, but bungled the job. It received almost a quarter of a million customer complaints with thousands remaining unresolved.

**72%** of customers expect complaints on Twitter to be answered in one hour.

**43%** are likely to recommend the brand to their family and friends if the brand responds within an hour.

Source: <https://econsultancy.com>





**Technology in the  
Insurance Industry**

# The Insurance Industry

The insurance industry is no stranger to being complained about, but many in the industry are making huge strides to embrace new and emerging technologies to improve our interaction with our customers – and speed up various elements of their journey wherever possible.

It's perhaps refreshing to see that rather than using technology to cut costs and improve profitability, insurance businesses are investing in technology that focuses on their customer proposition.

## How we're doing it

The team at Source is constantly looking at what we can do to improve and speed up the journey for our customers.

Over the past 12 months, we've worked on the configuration of our platform to drastically reduce the time it takes to complete a whole-of-market GI quotation. Presented in simple statements, our newly introduced quote journey allows intermediaries to complete a standard household quote without the need to run through declarations relating to non-standard risk.

Toggle back to the classic question set if the newest design is not for you!

Re-designed to enable you to get a quote of market quotation in a drastically reduced time.

Source

NAVIGATION

- Dashboard
- Existing Quotes
- New Household Quote
- New Let Property Quote
- New Lifestyle Quote (ASU)
- Rewards
- Apple Ratings
- Settings
- Feedback
- Live Chat
- Pending Renewals
- Your Place
- Learning Lab

Welcome back Administrator, Broker ID 12345 Logout

1. Applicant 2. Applicant cont. 3. Property 4. Property cont. 5. Results

we have updated the question set to make the journey quicker and easier. If however, you would prefer the original question set, please [click here](#) to switch to the classic version.

Cover Required

Buildings Only Contents Only Buildings & Contents

Title

Mr Mrs Miss Ms Doctor Other

First Name

First name

Surname

Surname

Date of Birth

DD / MM / YYYY

Occupation

Start typing...

Nature of Business

Start typing...

Is there a second applicant?

Yes No

Quote summary

Applicant name

Insured address

Cover requested

Electronic documents

Not serviced

Last saved:

Quote has not been saved

Support

Live Chat

Contact number:

0202 285 265

Applicants/Proposers

Please confirm if the following statements are true. Only answer 'Yes' if every part of the statement and all statements are correct.

We are committed to investing in our own technology to help you help your customers to deliver the best experience possible. This latest development was in response to your request for a quicker question set - however, we do recognise that change isn't for everyone. If our express route doesn't work for you then you can simply toggle back to our original - now named classic - Source question set at any time.

Creating technology solutions for technology solutions' sake will never deliver the right result. That's why our in-house development team are focused on creating solutions that answer the real issues our customers face.

Try our new question set here >

# Our support systems

Although we are creating innovative advances, sometimes there's nothing a like a little human interaction. We have various channels of support to help you maximise the GI opportunities within your business and help with any queries you may have along the way.

## BDM support



We have a team of dedicated Business Development Managers on hand to offer you guidance, support, platform training and answer any queries you may have. To find the BDM in your closest region, [click here](#).

## In-house support

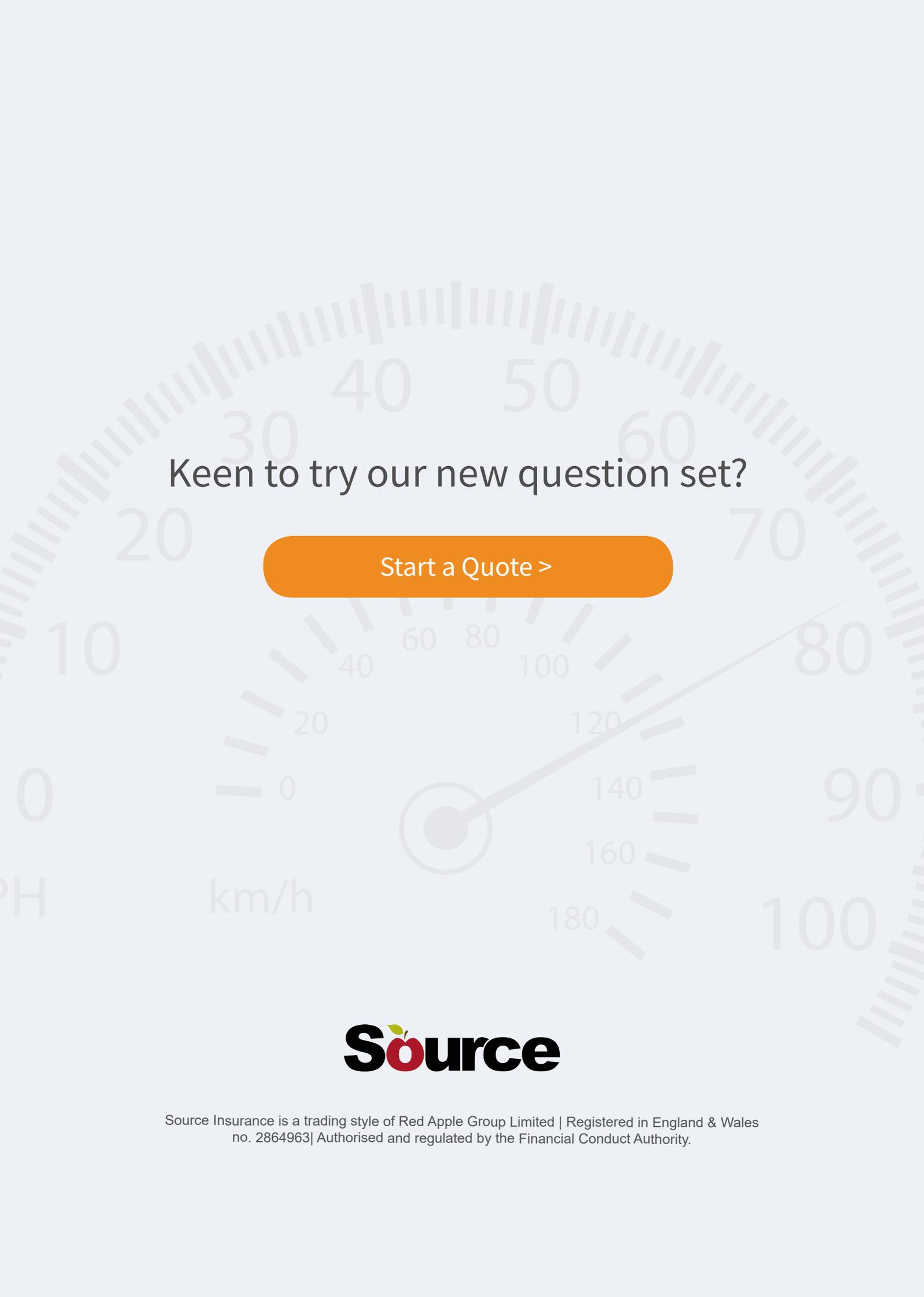


Our Telephone Account Managers are always available to help with any platform queries you may have. They can also offer one to one platform training over the phone. Speak with a member of the TAMS team today by calling the office on 02920 265 265.

## Live chat facility



If you're not looking for a chat over the phone then Livechat is a great option for quick questions. Chat to a member of the team via this facility on the website.



Keen to try our new question set?

[Start a Quote >](#)

**Source**

Source Insurance is a trading style of Red Apple Group Limited | Registered in England & Wales  
no. 2864963 | Authorised and regulated by the Financial Conduct Authority.