

GMS

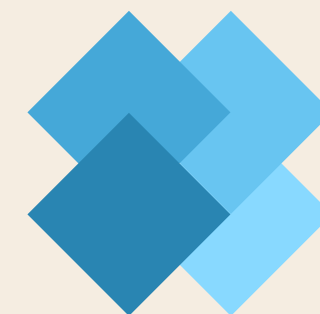
Case Study



Motor Insurance Claims: A Consumer Experience Study

Published By:

Global Matrix Survey



**Global
Matrix**
SURVEY

Agenda

Target Audience

Consumers who have recently filed motor insurance claims.

Sample Size

30 respondents

Length

04 weeks

Methodology

In-depth Interviews (IDIs)

Trivia

In the UK, nearly 50% of motor insurance claimants report dissatisfaction with the claims process, citing delays and lack of transparency.





Objective

- To explore the difficulties faced by consumers when claiming from their motor insurance provider.
- To evaluate consumer expectations versus actual claim experiences.
- To test and gather feedback on a new claims process concept.

Approach & Method

Approach

- Targeted Recruitment: Identified and engaged 30 consumers who had recently made a motor insurance claim.
- Diverse Representation: Included policyholders from multiple insurance companies and repair networks.
- Screening Precision: Developed a customized screener to ensure only relevant respondents participated.

Methodology

- In-depth Interviews (IDIs): Conducted across three study phases to gather qualitative insights.
- Claim Verification: Required written proof of insurance claims to validate participant eligibility.
- Iterative Concept Testing: Evaluated a new claims process concept and refined it based on respondent feedback.





Solution

Key Findings:

- Consumers face major pain points such as long processing times and lack of clear communication.
- Policyholders who used preferred repair networks reported faster resolution.
- Transparency in claims tracking significantly improved customer satisfaction.

Outcome:

- The study provided actionable insights to optimize the claims process, leading to a more efficient and consumer-friendly approach.

Published By:

Global Matrix Survey



**Global
Matrix
SURVEY**

Let's Work Together

Email

support@globalmatrixsurvey.com

Call us

+91-93183-43338