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We believe experience is everything.

We're a customer experience design company.
We partner with change agents at the world's most ambitious
companies to create exceptional customer experiences.

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Context of survey

In this survey, we set out to identify changes in consumer perceptions, behaviors and experiences resulting from the pandemic. We wanted to understand:

- How many have utilized new customer experiences (greater adoption of DTC, BOPIS, regular and one-off delivery, video and/or virtual experiences, membership models?)

- Perceptions and satisfaction with these new experiences, among those who have utilized them

- Do consumers expect these behaviors and preferences to continue post-pandemic or go back to how they used to be?

Data-Driven Insights Into the Evolving Customer Experience relied on quantitative research, surveying 1,010 individuals ages 24-65+ from across the U.S. through the Harmon Research consumer panel. Respondents were asked a series of questions in order to understand changing consumer behaviors, perceptions, and needs before, during, and after COVID-19.

The quantitative survey was conducted online in April 2021. Some of those surveyed work from home, while others work in an office. Income levels varied.

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Top Four Key Findings

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~~Safety~~ Convenience Is Still King

Convenience is still King when it comes to developing experiences that meet consumer expectations and needs. Despite many brands focusing on health and safety, survey respondents clearly identified convenience as their top expectation/need. Safety came in second with all age brackets except Generation Z.

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Digital Experiences Uplift Customer Sentiment

Majority of respondents who used digital experiences provided by businesses during COVID reported a somewhat or much more positive impression about the company providing it, reinforcing the importance of providing consistent and/or improved digital-first experiences in a post-COVID world to retain customers won during the pandemic.

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Hybrid Experiences Are More Important Than Ever

While respondents reported increased customer sentiment for brands that provided digital-first experiences, more than half also said they want to return to in-person experiences. By bringing pandemic-driven digital transformations in-store, brands can provide cohesive, seamless experiences that still deliver on consumer's top two priorities – convenience and safety.

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Digital Experiences Aren't Universally Adopted... Yet

Interest in adopting experiences exclusively digitally decreases with age, typically dropping off starting with the 45-54 age demographic. 66% of respondents 55 and over reported no desire to continue any type of digital experience in a post-COVID world. This highlights a growing need to both personalize experiences and provide education by persona groups and digital literacy to drive greater adoption and long-term engagement.

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Education

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Education industry insights overview

THE WAY WE LEARN IS CHANGING, AND IT HAS BEEN FOR YEARS.

But the pandemic – which forced billions of higher education students to pack their bags and trade in traditional campus experiences for virtual learning at home – demanded post-secondary organizations bring education to students, rather than students into their schools. And while many students and teachers are itching to return to traditional classrooms, the digital transformation of learning must continue.

03 EDUCATION INDUSTRY INSIGHTS

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Education industry insights

44% of respondents who participated in our research survey participated in virtual educational classes or courses over the last year. Of those who participated, 49% said they used virtual education more than before COVID, and 27% of respondents plan to continue virtual learning once the pandemic ends.
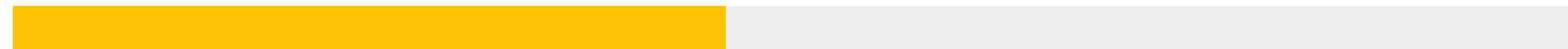
62% of respondents ages **37-44** used e-learning more during COVID than before

52% of respondents ages **24-30** used e-learning more during COVID than before

52% of respondents ages **45-54** used e-learning more during COVID than before

42% of respondents ages **55+** used e-learning more during COVID than before

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Creating hybrid educational experiences

Hybrid experiences for post-secondary education students that blend digital and face-to-face learning models can increase value felt by both students and teachers, and free up organizational funds and resources to support more research-based teaching strategies, personalized learning paths, and mentorships.

But how can you reinvent the student and teacher experience to accommodate blended learning in higher-educational institutions?

03 EDUCATION INDUSTRY INSIGHTS

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Creating hybrid educational experiences

Map digital journeys for all stakeholders to uncover pain points and inform future product development and design

Ingest, aggregate, and analyze data to craft traditional versus digital education strategies

Define the philosophy, delivery mechanisms, key providers/owners, KPIs and goals behind on-campus and online services

Create repeatable ways to test, validate, and take new programs (ex: learning enterprise products) and other initiatives to market - with greater focus / less risks

Implement Single Sign On for continuous loop of learning and doing across software interfaces and platforms

Digitize internal processes to enable agile development, experimentation, documentation, management, and distribution of up-to-date lessons and curriculum

Differentiate between in-person and digital experiences by teaching theoretical lessons online and reserving face-to-face interactions for hands-on learning and community building

03 EDUCATION INDUSTRY INSIGHTS

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Understanding audiences and personalizing experiences

The way post-secondary students learn – and want to learn – is also changing. Now, with automated and adaptive technologies available, organizations have an opportunity to truly provide learner-centric experiences and curate information diffusion based on each individual's needs.

How can higher-educational institutions start personalizing education delivery modes?

03 EDUCATION
INDUSTRY
INSIGHTS

Tallwave

Understanding audiences and personalizing experiences

Create a holistic understanding of the referral journey and pinpoint breakdowns to increase efficacy and conversions to student signups, lifelong learning, or alumni donations products

Apply customer journey mapping to one or multiple key referral journeys within educational institutions' experience (example: referrals to degree programs vs. lifelong learning)

Understand individual students' learning styles and needs via algorithms, digital assessments or 360-degree audience reporting

Develop data insights & dashboard that provides greater visibility to core brand and success metrics + advancing predictive modeling/behavior analysis for future value-add offerings

Establish validation framework for potential learning programs

Implement interactive degree maps or learning paths to allow students to curate an educational journey that works for their life stage, needs, or time limitations

Provide ongoing digital pulse checks to deliver optimized experiences as students grow and evolve

Personalize learning experiences and customize content diffusion with intelligent automation

03 EDUCATION INDUSTRY INSIGHTS

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Understanding audiences and personalizing experiences

Use data to pair like-minded people together for improved on-campus housing, increased social learning and more engaged collaboration

Incorporate new technologies that account for learning disabilities or economic and social discrepancies

Define more precise and personalized go to market approaches to donation gathering across all organizational causes

03 EDUCATION INDUSTRY INSIGHTS

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Driving greater adoption through education

All post-secondary students' educational journeys are different. Just the definition of a student in 2021 is different. For a college or university, it's no longer about marketing strategies to reach individual students coming out of high school. Educational organizations need to reach a whole, new universe of potential "students" – regardless of age, professional experience, or life stage.

How can organizations encourage faster adoptions and decrease time to value for teachers and students?

03 EDUCATION INDUSTRY INSIGHTS

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Driving greater adoption through education

Optimize current content to rank more effectively for specific topical themes by focusing on metadata testing, content enhancements, image optimizations, and user testing to maximize the visibility of these content assets from an organic search and user standpoint

Use A/B testing to experiment and optimize content delivery methods and messaging at each stage in the user journey

Regularly map the digital journey to identify gaps and opportunities across educational channels

Build a robust knowledge center that provide teachers, alumni, potential and current students with helpful information in a variety of formats
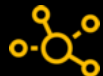
Create uniques paths that provide information for potential students in different life stages

Gamify and incentivize teachers and students to explore and utilize digital experiences

03 EDUCATION INDUSTRY INSIGHTS

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Driving greater adoption through education

Build a comprehensive digital marketing strategy where Paid Media, Local Search, Organic, Brand, & Content tactics all work together to drive bottomline revenue & digital market share

Integrate AI chatbots and in-app messages to guide users through the learning management system and answer real-time questions

Optimize current website content to address 'Quick-Win' keywords, thus improving organic visibility for those influential, non-branded key terms as well as increasing traffic into the website

Identify pages not performing well in terms of organic visibility, enhance content by following SEO best practices, and measure the impact both on overall organic rankings and customers engaging with the website's content

03 EDUCATION INDUSTRY INSIGHTS

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Redesigning the physical education experience

As higher-educational institutions increasingly bring hybrid experiences to teachers and students in a post-COVID world, they'll need to transform the value that physical campuses and in-person experiences have to offer.

How can educational institutions start thinking outside the box when it comes to post-secondary campus experiences and offerings?

03 EDUCATION
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Redesigning the physical education experience

Craft communications and programs to increase inclusivity and foster community and belonging

Reconsider footprint and mixed commercial use of campus spaches, such as public-facing shopping centers, coffee shops, co-working spaces, and farmers markets to bring in new forms of revenue while promoting community & energy

Foster micro-communities by first connecting like-minded students digitally; then provide opportunities to connect in-person to deepen student bonds & connections

Repurpose former classroom or study space for other needs, such as student wellbeing

Provide AR/VR experience opportunities on-campus to ensure accessibility despite economical or social situation

Implement safety protocols with motion-activated automatic doors, touchless transactions, sanitation stations, regular communications regarding campus safety precautions, and readily available cleaning supplies at highly trafficked areas

03 EDUCATION INDUSTRY INSIGHTS

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Healthcare

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Healthcare industry insights overview

Telehealth saw some of the greatest increases compared to other digital consumer experiences amongst our survey respondents, with 63% reportedly using telehealth medical visits over the last year, and 59% using them more <u>during</u> the pandemic than before.
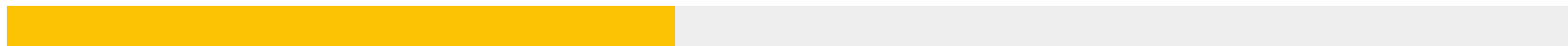
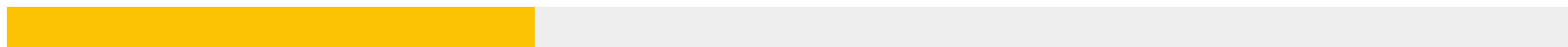Tallwave

Healthcare industry insights

However, our research suggests that digital literacy barriers and/or friction points exist and may be discouraging adoption or use by those within certain age demographics:
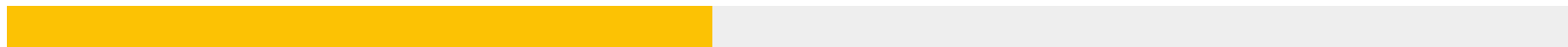
Use of telehealth by individuals ages **24-36** increased **44%** during COVID-19

Use of telehealth by individuals ages **37-54** increased **42%** during COVID-19

Use of telehealth by individuals ages **55+** increased **31%** during COVID-19

While 23% of respondents said they plan to continue telehealth services when the pandemic subsides – with 10% planning to use **online** health and wellness services post-pandemic exclusively – only 7% of those 55+ said they plan to continue using digital health experiences.

04 HEALTHCARE
INDUSTRY
INSIGHTS

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Creating hybrid healthcare experiences

Patients expect a much better experience. With that comes a need to reevaluate all touchpoints and streamline processes for employees, patients, providers and practitioners to provide faster, easier and more effective care, communication and connection. By redesigning the digital experience, hospital organizations and systems can identify and implement progressive practices that patients are looking for including tech- and mobile-friendly experiences, personalized patient portals and 24-hour communication tools that reimagine and transform the patient, practitioner relationship.

Where should healthcare organizations and systems start when looking to create a hybride experience?

04 HEALTHCARE
INDUSTRY
INSIGHTS

Tallwave

Creating hybrid healthcare experiences

Provide education and or in-app/platform messaging to help identify types of visits that are allowed or more appropriate for telehealth

Gather qualitative & quantitative insights from all stakeholders – including physicians, nurses, administrative staff, and patients – to guide holistic website and application development and design

Implement remote therapeutics and remote monitoring tools into personalized portals and apps to improve physician-patient relationships and deliver at-home care

Ensure patient's medical records and notes are clear and easy to understand for end user by evaluating the layout, context, and wording, based on the stakeholder

Reduce unnecessary contact by allowing pre-visit paperwork to be completed online or on a patient's device prior to visit, including patient information and copayments

Reimagine the portal experience to seamlessly integrate data from third parties to provide a singular, consistent experience for the end user, rather than a disjointed one

04

HEALTHCARE
INDUSTRY
INSIGHTS

Tallwave

Creating hybrid healthcare experiences

Enable 2-way patient text communications so patients can confirm, cancel or reschedule appointments or get questions about new digital processes answered quickly by medical staff

Integrate virtual opportunities into in-person experiences such as digital check ins and waiting rooms to reduce patient wait times, maximize capacity, and improve efficiency

Ensure digital marketing and communication tools follows best UX practices, such as proper visibility to wayfinding and controls, consistency in color usage and visual patterns, and ensuring adherence to optimal contrast ratios and sizing for text

04 HEALTHCARE INDUSTRY INSIGHTS

Tallwave

Understanding audiences and personalizing experiences

Today, many patients are discovering, learning, and making critical healthcare decisions online. The more personalized the content, and at each point in the patient journey, the more current and prospective patients will come to see your hospital organization or system as a trusted source.

What can healthcare organizations and systems do to understand individual patient needs in order to deliver greater personalization?

04 HEALTHCARE
INDUSTRY
INSIGHTS

Tallwave

Understanding audiences and personalizing experiences

Execute digital audience analysis to understand decision criteria, needs and wants among different audiences to inform messaging and targeting approaches

Use Consumer Intent research by audience to understand the decision criteria for each trip and define campaigns

Enable onboarding and/or new user quiz functionalities to customize the portal experience based on the patient's digital literacy and/or economic and social background

Employ data-driven curation strategies to surface content and/or service-line information based on individual users' personal profiles, portal activity, or search history

Create strategies for utilizing tools & technologies to enable inbox targeting, sentiment targeting, sequential targeting, geoframing, and geofencing

Define data cues that indicate user intent and need in moments between proactive care, and can help inform content strategy and future outbound marketing

04 HEALTHCARE INDUSTRY INSIGHTS

Tallwave

Understanding audiences and personalizing experiences

Implement data-ingesting, aggregating, and analyzing practices with AI to evolve and refine the patient portal experience over time

Investigate and partner with tech companies to provide more personalized, advanced experiences such as or getting real-time nutrition support or scheduling rides to appointments

Ensure the patient journey is documented and updated regularly to understand the overall holistic patient journey and inform future state development and design

04 HEALTHCARE
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INSIGHTS

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Driving greater adoption through education

Healthcare is a highly competitive market. Ensuring healthcare websites are structurally sound through a content, SEO and feature set (or continuous improvement loops) strategy provides organizations with cleaner data results, enables them to grow faster and reduces the need for continued high dollar investment in other channels like paid search.

How can healthcare organizations and systems improve content to increase patient acquisition, engagement and retention?

04   HEALTHCARE
      INDUSTRY
      INSIGHTS

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Driving greater adoption through education

Create educational content in a variety of mediums and automate distribution based on content preferences/history

Reallocate effort and money in areas that may not currently be a current focus including store level targeting, call only campaigns, location extensions, and iterative testing opportunities

Manage and monitor local platform partnerships and local listings to ensure listing data remains consistent across directories

Monitor and evaluate Google My Business performance and content accuracy to enhance hyperlocal SEO results

Use selective radius testing to optimize reach and audience capture for different classifications of hospital locations

Cultivate reputation management and review generation strategy to increase ranking factor, awareness, and patient acquisition

04 HEALTHCARE INDUSTRY INSIGHTS

Tallwave

Driving greater adoption through education

Refine the content and intent of each solution/service page to improve the user experience and increase searchability

Design online curriculum and tools for patient portals that increase accessibility to self-education and simplify at-home healthcare

Get practitioners & providers involved by creating behind-the-scenes & informational short videos & voice search content

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Redesigning the physical healthcare experience

Brick and mortar hospitals aren't going anywhere, but the accelerated adoption and acceptance of digital tools provides an opportunity to reassess, reimagine, and rework the physical patient experience. By evolving the in-person experience with a digital-first mindset, hospitals and health systems can improve convenience and efficiency for all stakeholders involved.

How can hospitals and health systems start implementing digital tools and solutions into existing physical experiences?

04 HEALTHCARE
INDUSTRY
INSIGHTS

Redesigning the physical healthcare experience

Develop in-hospital navigational tools to guide patients and/or visitors to proper areas for visits or appointments

Integrate virtual opportunities into in-person experiences such as digital check ins and waiting rooms to reduce patient wait times, maximize capacity, and improve efficiency

Enable hospital staff to provide discharge instructions, follow-up care instructions, test results, and billing online through the patient portal to increase contactless care

Integrate technology into in-patient environments to allow for real-time communication with distanced caretakers or loved ones

Develop communication tools within apps that allow hospital staff to directly send photos, videos, or real-time updates to distanced caretakers

Develop tech-enabled communication systems to support delivery of updates and/or pertinent information to caretakers or loved ones

Provide in-phone navigation to guide patients or visitors to designated appointment rooms and meeting area/s

Offer hybrid learning opportunities by pairing at-home education with hands-on sessions in hospital

04 HEALTHCARE INDUSTRY INSIGHTS

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Retail

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Retail industry insights overview

THE RETAIL INDUSTRY WAS ONE OF THE HARDEST HIT BY THE CORONAVIRUS PANDEMIC, BUT NEW CHALLENGES BRING OPPORTUNITIES TO REIMAGINE A NEW SHOPPING EXPERIENCE.

When it comes to experiences that were implemented, expedited, or relied on as a result of COVID, our survey showed that 68% of respondents took advantage of BOPIS over the last year; 58% of respondents bought from DTC brands over the last year; and 50% of respondents signed up for brand subscriptions over the last year.

05 RETAIL
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INSIGHTS

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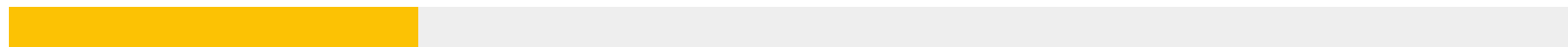
BOPIS (Buy online pick-up in store)

Younger demographics were more inclined to use BOPIS; percentage of respondents who used it during COVID decreased by age, with only 35% of 55+ respondents reportedly using the services

68% of respondents **took advantage of BOPIS** over the last year

51% said they **used online ordering** more than before COVID

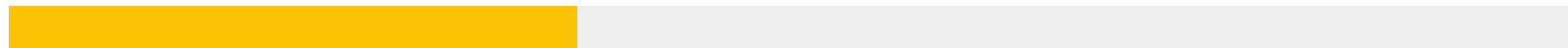**26% said they will continue** this form of purchasing goods once COVID ends

05 RETAIL
INDUSTRY
INSIGHTS

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Direct to consumer

Younger demographics were also more inclined to buy from DTC brands; the percentage of respondents who engaged with DTC brands during COVID decreased by age, with only 32% of 65+ respondents reportedly buying DTC products.

58% of respondents **bought from DTC brands** over the last year

34% said they **used online ordering more** than before COVID
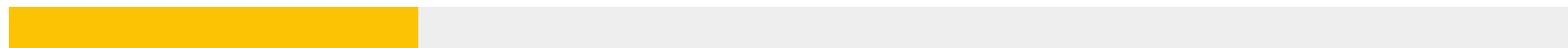
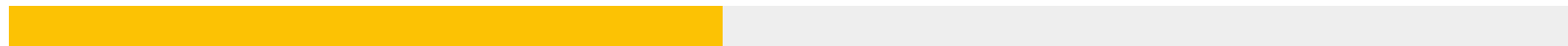**25%** said they **will continue this form of purchasing** goods once COVID ends

**Tallwave**

Subscription models

Subscription models saw the most adoption across the board with about 50% of respondents between 24-44 reportedly signing up for subscriptions; 52% of those 45-54 signed up for subscriptions; 40% of those 55-54 signed up for subscriptions; and 44% of those 65+ signing up for subscriptions during COVID.

50% of respondents **signed up for brand subscriptions**

43% said they **used subscriptions more** than before COVID
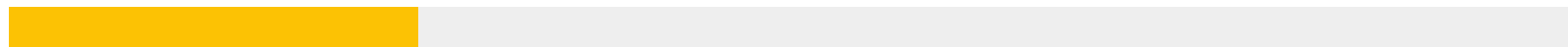
25% said they **will continue this form of purchasing** goods once COVID ends

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Creating hybrid retail experiences

The retail sector outpaces other industries when it comes to disruptive technology and new delivery models. In the last 10 years, this has led to accelerated changes in consumer behavior and their purchasing patterns, with much of purchasing moving from offline, in-person stores to online.

How can retailers start strategizing and planning for more hybrid experiences in a post-COVID world?

05 RETAIL INDUSTRY INSIGHTS

Tallwave

Creating hybrid retail experiences

Holistically map the entire customer journey – encompassing all online and off-line touchpoints – to ensure experiential retail is seamless from channel to channel

Connect software with employee tools to utilize in-person interactions to capture sales based on digital activity

Create differentiated value between in-store and digital experiences by prioritizing high touch, high consideration purchases in brick & mortars, and moving low touch, low consideration purchases seamlessly into the digital store

Digitize the sampling strategies via digital coupons, no-to-low cost shipping and returns, and micro-influencing communications via text and/or email

Test new tactics to improve the digital store "layout" and encourage impulse purchases by pushing ads on retailer click and collect pages, or providing smart upsell suggestions based on buyers' basket

Redesign the digital store "layout" ensuring each interaction is optimized and encourages impulse buy experiences

05 RETAIL INDUSTRY INSIGHTS

Tallwave

Creating hybrid retail experiences
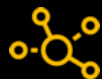
Tie data across channels to ensure your data strategy provides insights across channels through proper attribution

Develop digital maps for seamless in-store navigation

Enable real-time couponing incentives when in-store or on your phone to capture the sale

Identify gaps in backend inventory management to connect digital and in-store BOPIS opportunities

Execute service experience mapping to uncover gaps or moments of friction in employee experience to improve tools and products necessary for delivering excellent customer experience

Build shared experiences by expanding experiential aspects of the offline/retail customer journey and identifying forward thinking franchises to build pilots and use cases for other franchises to follow

Integrate softwares and tools that allow customers to engage with content related to the product (example: styling experience or menu planning), and then make a BOPIS (buy online, pick up in store) purchase

05 RETAIL
INDUSTRY
INSIGHTS

Understanding audiences and personalizing experiences

Defining clear segments and/or personas enables retailers to create clear, personalized campaigns. This enables brands to develop more targeted approaches for acquiring and retaining customers throughout nurture marketing campaigns.

How can retailers start developing personas and relying on data and omnichannel marketing to connect with shoppers?

05 RETAIL
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INSIGHTS

Tallwave

Understanding audiences and personalizing experiences

Take a segmented approach to developing the experience's future state based on use cases and personas

Implement action-based nurture marketing strategies, all triggered by user behavior

Incorporate smart upsells throughout the purchase process to increase cart size and win back abandoned carts, similar to strategies employed by QSR takeout brands

Create concierge and/or personalized experiences during decision-making moments that create ease of doing business

Design a connected customer experience that equips retail locations/franchises with precise, data-driven insights that drive personalized results

Enable in-store employees with digital tools to access shopper's profile upon store entry and assist with needs based on digital shopping history

05 RETAIL
INDUSTRY
INSIGHTS

Tallwave

Understanding audiences and personalizing experiences

Develop core consumer groups and craft personalized customer service tracks for each to speak to main needs, expectations, and concerns

Leverage data cues to make personalized recommendations in-store, in the online store, or via marketing

Incorporate additional and complementary services to subscription models that deliver added value, such as how-to product suggestions with downloadable coupons or integration with other platforms (Example: Instacart)

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Driving greater adoption through education

Results from our report revealed that, while digital-first experiences increased customer sentiment, a lack of educational content may have prevented adoption and/or speedy value realization across age brackets and consumer groups. And while many respondents reported a desire to return to in-person experiences, retailers have an opportunity to increase conversions, accelerate time to purchase, and improve brand affinity by using technology to deliver content in a variety of packages.

How can brands build on existing content strategies to create stickier experiences and encourage repeat purchases?

05 RETAIL INDUSTRY INSIGHTS

Tallwave

Driving greater adoption through education

Create immersive shopping experiences and/or provide product education through AR-powered content

Implement voice-optimized SEO to leverage smart speaker and voice search technologies to drive more website traffic

Craft talk tracks for digital shopping assistants that resonate with the brand's personality and engage shoppers while providing them with personalized recommendations based on activity

Develop content library to provide helpful resources and next steps to users as they cross different stages of the buyer's journey

Invest in developing and testing content for social commerce-enabled platforms including TikTok, Shopify, Facebook Shops and Snapchat's Native Stores

Launch authentic video campaigns focused on fostering digital communities and promoting your brand and its products in the wild

05 RETAIL INDUSTRY INSIGHTS

Tallwave

Driving greater adoption through education

Build a robust Amazon content strategy that encompasses Amazon Posts, branded stories, videos in sponsored brands and a sponsored brands custom image to increase brand equity

Incorporate social responsibility values into content created for web, social profiles, e-commerce platforms, and internal communications to increase customer loyalty and trust

Build standards for design and SEO as an online resource to enable supporting vendors, internal teams, or individual dealers to comply with branding guidelines and optimize search performance and costs

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Redesigning the physical retail experience

Retailers need to evolve by redefining the role of the store and integrating technology at the right points in the customer journey to streamline and improve the shopping experience.

But how can retail spaces start planning for safer, more tech-savvy in-store experiences that provide additional value and unique experiential offerings?

Tallwave

Redesigning the physical retail experience

Integrate contactless, self-serve technology that allows customers to navigate the store and find what they need quickly and safely

Implement immersive in-store experiences that encourage social sharing to boost brand engagement and awareness

Allow customers to make purchases from anywhere in the store, rather than gathering in a line at a register

Integrate voice assistants and mobile technologies to assist customers in achieving goals inside store with wayfinding – directing customers to the aisle displaying the products they're seeing

Ensure consistent experiences throughout all stores by relaying global insights to retail franchises in real-time

Rework store layouts for better flow of customers and to increase feelings of safety and openness

Implement more concierge-style services such as personal shoppers, private or semi-private store access or other exclusive privileges as additional, optional elements for the shopping experience

Build shared experiences by expanding experiential aspects of the offline/retail customer journey and identifying forward thinking franchises to build pilots and use cases for other franchises to follow

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Finance & Insurance

FINANCE &
INSURANCE
INDUSTRY INSIGHTS

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Financial and insurance industry insights overview

When it comes to innovating to meet the demands of today and tomorrow's digital banking consumers, a customer-centric approach is key. The days of solely focusing on transactions are gone. Those vying for customer or client retention and affinity must empathize with consumers' concerns and needs, and provide holistic solutions and ample educational opportunities to increase value and establish long-term bonds.

06 FINANCE &
INSURANCE
INDUSTRY INSIGHTS

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Mobile banking

Mobile banking saw huge use and adoption during COVID, with 85% of respondents saying they used mobile banking during the past year, and 46% reportedly using it more than they did prior to COVID-19. However, due to potential barriers within the digital experience, only 24% plan to use mobile banking technologies and services once the pandemic ends.

59% of respondents between **24-30** used it more than before COVID

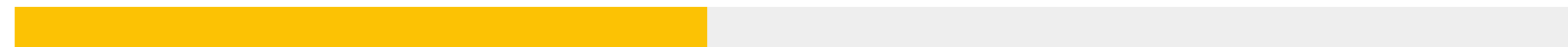**51%** of respondents between **31-36** used it more than before COVID

61% of respondents between **37-44** used it more than before COVID
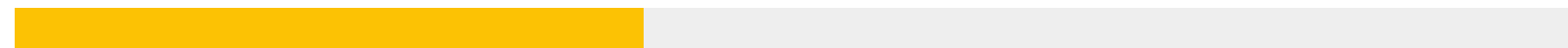
NOTE: Digital banking and insurance is currently much more embraced by younger demographics than older.

Mobile banking

39% of respondents between **45-54** used it more than before COVID

36% of respondents between **55-64** used it more than before COVID

33% of respondents between **65+** used it more than before COVID

NOTE: Digital banking and insurance is currently much more embraced by younger demographics than older.
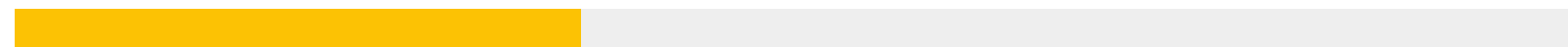
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Creating hybrid financial and insurance experiences

Clients' expectations for seamless, omnichannel and digital-first experiences transcend industries, but financial services organizations are feeling the pressure even more, increasing the need for integrated and hybrid client experience strategies.

How can financial services organizations continue to forge into the hybrid space and bring traditionally offline experiences online?

06 FINANCE &
INSURANCE
INDUSTRY INSIGHTS

Tallwave

Creating hybrid financial and insurance experiences

Increase tNPS (CX for mobile app & logged-in desktop products)

Execute user research and analysis of existing quote platform to reveal drop-off points

Build a dashboard to visualize data, identify UX pain points, and uncover ongoing improvements

Reduce number of steps to quote completion via automatic data capture and/or limiting necessary fields

Reduce time to value and barriers to conversions by reducing effort with auto fill

Reduce time to value by experimenting with the order of data collection to reduce user abandonment

06 FINANCE &
INSURANCE
INDUSTRY INSIGHTS

Tallwave

Creating hybrid financial and insurance experiences

Orient quote process around what the client cares about the most to increase positive client sentiment

Experiment with form factors (ex: single input pages) and introduce personality to develop relationships with consumers that reinforce premium brand value and increase momentum through conversion or re-engagement flows

Outline an end-to-end, surface-to-core view of how analytics, research, product, design, and IT teams should work together for ongoing product improvements

Execute quarterly A/B testing and innovation roadmaps to answer open questions about prospect or client behavior and/or ideas on how to optimize the digital experience

Tallwave

Understanding audiences and personalizing experiences

Consumer demands for personalized experiences continues to grow, and with the onset of emerging, more comprehensive technologies, there's no reason why financial service institutions can't cater experiences to speak to clients' unique needs.

How can financial service institutions start crafting high-impact personalization strategies to improve client acquisition, conversion, engagement, value realization and loyalty?

06 FINANCE &
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INDUSTRY INSIGHTS

Tallwave

Understanding audiences and personalizing experiences

Conduct attitudinal segmentation studies to get insights into the mindsets of your clients, and what motivates them when they're selecting financial/insurance tools and software

Set the initial framework for your key personas through empathy mapping, and determining the ideal use-cases based on their goals, needs, and wants to inform all future initiatives

Use a person-based approach and trigger interactions that anticipate client needs to meet them where they are in their financial journey and guide them to the most valuable resource/actions for their situation

Leverage persona data to enable sales and servicing teams to tailor approaches and drive a more personal, engaging experience

Enable onboarding and/or new client quiz functionalities to customize the financial portal experience based on the user's current financial knowledge and confidence

Experiment with new mental models to showcase value by "matching" users to their quote and or using personality and design to clearly demonstrate value to user

Organize quote and member flows around client emotions and needs by providing context about why form inputs are needed, and sequencing quote questions based on what the consumer cares about most

Personalize the mobile experience with third party applications triggered by smartphone sensors

06

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Driving greater adoption through education

The battle for attention online continues to get more complex, however, there are key performance marketing and content strategies that can help increase brand awareness and client conversions for financial service institutions.

How can finance & insurance companies more precisely target the right message to the right audience across all marketing/advertising channels during crucial acquisition, conversion, and retention stages?

Tallwave

Driving greater adoption through education

Increase brand presence with hyper local targeting at the branch level to maximize reach

Begin optimizing location data both on and off-site through location page optimization and listing management in order to grow Google Maps visibility

Reflect the agent experience in the design by infusing the quoting process with personality to start developing brand affinity and a relationship with potential clients

Look for opportunities to add new content or optimize current content in formats that may allow for the agent pages to appear for localized featured snippets inside the search results

Drive engagement with existing clients and occasions with Limited Time Only (LTO) calendar

Identify new occasions and new client within usage and behavior insights within loyalty or incentive programs

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Tallwave

Redesigning the physical experience

Often, visiting financial service institutions or branches is seen as an errand; but, by implementing digital opportunities and technologies that cater to clients' financial insecurities and/or educational needs, branches can transform the in-person experience to provide deeper and more meaningful value.

How can financial service institutions start redesigning the physical experience to drive clients back to branches?

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Redesigning the physical experience

Integrate cloud-native applications into the contact center and agent experience to driver synergistic engagement across all core systems and to drive a seamless client experience

Enable cloud contact centers to drive revenue growth by arming agents with client data insights to drive cross-selling and upselling opportunities

Reimagine the banking ecosystem to focus on financial wellness and building money confidence in a pressure-free environment

Provide private rooms for virtual meetings and/or "office hours" with finance and insurance experts to educate clients on financial-related and life-stage appropriate opportunities

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Thank You!

GET IN TOUCH WITH US!

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