

Swiss Life

Swiss Life AG uses QuestionPro as a central application platform for market research, customer experience management & event management



Contact

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Solutions

Community |
Customer Experience |
Event Experience

The challenge

Agile to respond to new requests and to obtain high quality data.

Acceleration of research through full service and the possibility of self-service

About Swiss Life

Swiss Life is the largest life insurance group in Switzerland and is based in Zurich. The company employs more than 9,000 people* and had annual sales of CHF 23 billion in 2019. Swiss Life's success is due not least to the fact that products are closely geared to the wishes and needs of customers. To this end, the company conducts regular customer surveys and also operates a community with more than 1,800 community members. In addition, Swiss Life organises more than 200 customer events a year. In order to ensure the greatest possible positive event experience, participant surveys are conducted for all events.

Challenge & Goals

Since Swiss Life regularly conducts event and customer surveys and values a high level of commitment from community members, the systems originally used and operated in isolation from each other soon reached their limits. The aim of those responsible at Swiss Life was to procure an integrated solution that would meet all the requirements for the collection and analysis of survey data and the operation of a community on a single central platform. In addition, the new application should enable the simple and cost-efficient determination of key figures in the context of customer experience management via online intercept surveys via the website, without any additional programming effort.

Swiss Life

- founded in 1857
- Largest life insurance group in Switzerland
- worldwide subsidiaries

swisslife.com

CHALLENGES

- Agile market research
- High data quality when conducting panel studies
- Full Service und Self Service



„QuestionPro meets all our expectations of a central market research and experience management platform. We can set up market research projects and customer surveys quickly and flexibly, which meets our high standards for agile market research. Remarkable is the easy administration and management of the community. QuestionPro's customer service is fast, competent and always very friendly. “

Isabelle Marti, Project Manager Market Research at Swiss Life

Implementation

Swiss Life came across the market research and experience management platform QuestionPro in its search for a new, centralised solution, which without exception fully meets all the company's requirements.

Using the Community

The first challenge, namely the transfer of all membership data from the old Community system to the QuestionPro Community, was quickly mastered. Swiss Life now conducts surveys quickly and easily via the integrated survey tools and uses the progressive engagement tools to maintain the now very high level of activity among Community members. The Idea Board, a tool for recording, structuring and evaluating ideas for product improvements, is a particular new feature for those responsible.

Implementation of event surveys

The Experience Management Platform of QuestionPro has an Event Experience Module. Pre-defined question sets are stored here, which can be selected by mouse click and compiled into a questionnaire. At Swiss Life, the survey takes place via e-mail invitation after the event.

Analysis of key performance indicators

Via Online Intercept surveys Swiss Life uses the integrated CX module to determine important key performance indicators for customer satisfaction, customer loyalty and website usability using the Net Promoter Score and Customer Effort Score. QuestionPro generates a code snippet for each survey, which can easily be copied and pasted into the source code of the website.

Overview of QuestionPro solutions:

- Experience Management Solution
- Worldwide panel (22 million)
- Consulting
- Handling of the incentive
- Advanced analysis like crosstabs, grouping and semantic text analysis
- Conjoint, MaxDiff, A/B-Prüfung et al.

Learn more

www.questionpro.de/en



Setting up your own panel

Swiss Life has set up its own panel to conduct regular customer surveys with the help of the community platform. Surveys can be initiated directly within the community, whereby the panel members receive a notification to participate in a customer survey via the messaging system.

This is why Swiss Life has chosen QuestionPro

In addition to meeting all technological requirements, the high degree of customisation of QuestionPro as a central experience management solution was of particular importance to Swiss Life. "We have not yet reached any limits as far as our wishes are concerned," says Isabelle Marti, Project Manager Market Research at Swiss Life. Equally decisive for the choice of QuestionPro was the speed of response from the service and the outstanding price-performance ratio.

About QuestionPro

QuestionPro is an Enterprise Feedback Management platform that has been developed continuously and closely in line with the requirements and wishes of our customers in the fields of experience management, market research and scientific research for two decades now. With more than 4 million customers in over 100 countries, QuestionPro is one of the most used and popular survey and analysis solutions worldwide.

