Engagement & Loyalty Differentiates Client’s Offering to Protect Market Share.

Working with a prominent financial and insurance company in the Caribbean, Zinnia helped the client digitally transform their offering in group markets.

CARRIER’S GOALS
Differentiate their group offering through holistic well-being; increase the number of customer transactions to create “stickiness”; and generate leads to improve market share and drive revenue.

CARRIER’S CHALLENGES PRIOR TO ENGAGEMENT & LOYALTY
- Increasing competition put pressure on market share
- Lack of participant touchpoints, outside of the enrollment period
- Participants underutilized broad range of services & products

SOLUTION
- Differentiates offering to their group customers
- Enhances their digital transformation and ongoing interactions
- Promotes employee well-being positively impacting productivity
- Improves the employers’ profitability
- Retains market share and drives revenue

RESULTS
- 32 Avg. interactions per user
- 30% Registered users
- 12+ Avg. session time (Minutes)
- 10.2% Leads generated
- 69% Engaged users
- 73% Product market fit
About Zinnia
A New Tech Company, But Not New to Insurance

Zinnia brings together the expertise of insurance professionals and the vision of innovators from technology and data science. As a team, we’ve built Zinnia Open Insurance to achieve better risk-based outcomes and empower exceptional experiences that can adapt, evolve, and grow right along with the marketplace.

To learn more, please visit zinnia.com

THE CHALLENGE
Lack of the digital presence and limited ongoing customer touchpoints, combined with new market competition, created a threat to the client’s market share.

THE APPROACH
Zinnia helped the client transform their digital presence and stand apart from its competition by launching Engagement & Loyalty, our state-of-the-art digital customer engagement solution. With its highly appealing User Experience (UX), Engagement & Loyalty educates customers and motivates them to optimize their wealth and improve their financial, physical, and emotional well-being – all while uncovering important data about customers’ interests, needs, and life events.

HOW ENGAGEMENT & LOYALTY HELPED THE CARRIER
Engagement & Loyalty’s industry-leading approach to customer engagement created multi-layered benefits for our client, their group customers and the groups’ employees. Here’s how Engagement & Loyalty helped:

1. Differentiate our client’s group offering through holistic wellbeing
   • While our client’s competitors tried to mimic their marketing efforts, Engagement & Loyalty armed them with a powerful tool their competitors do not have

2. Increase their number of customer transactions to create ‘stickiness’
   • 32 average interaction per user
   • 12+ minutes average session driven by robust content, gamified interactions, and rewards
   • 73% of users stated they’d be disappointed if the program was no longer available (product market fit)

3. Generate leads to improve market share and drive revenue
   • 4,002 leads generated over nine months, representing 10.2% of engaged users

EMPLOYEE FEEDBACK

“The knowledge that one can acquire through this program can have a lasting effect on an individual by helping them to make better lifestyle decisions.”

“Very effective. It engages me to take positive action to face daily challenges.”

“A holistic program that meets everyone’s needs whether through finance, mindset and health. It creates a balance and at the same time rewards you for any effort places in doing the free classes.”