



Success story

# Customer satisfaction to the max, please



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Acquiring, publishing and learning from customer reviews are key aspects of InShared's digital marketing strategy. In this case, Bernadette Wiersema, Customer Experience Manager, explains how they go about this!

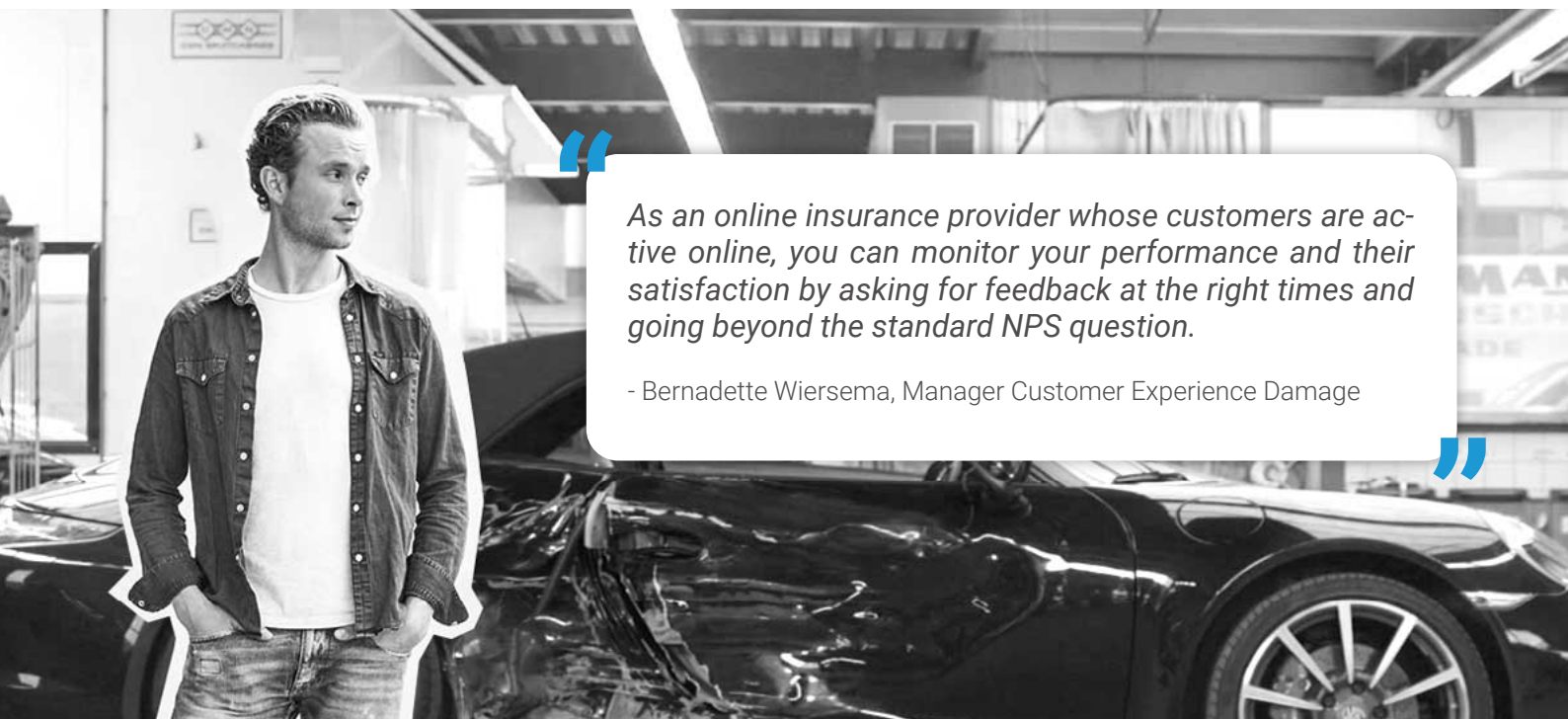
The surveys result in scores that you can use to determine whether you are doing well, average or poorly. That's all well and good, but what you can actually do with this information? The important thing is to constantly improve your processes and quality of service. It did not take Bernadette Wiersema, Manager Customer Experience Damage at InShared, very long to realise that.

## About InShared

InShared is the online insurance provider that does things a little differently with smart technology, an honest revenue model and a unique visual style and tone of voice.

InShared quickly understood consumers' need to take care of their insurance needs online. From the very beginning, they adopted a 'digital first' approach that appeals to consumers. This allowed the company to develop a highly efficient business model.

In 2012, InShared began using Insocial to ask for feedback and collect customer reviews. InShared soon discovered that these reviews can be used in other ways than just for marketing and communication purposes. For example, the reviews and the NPS have had a major impact on the customer contact strategy and contributed to the optimisation of various customer processes.



“  
*As an online insurance provider whose customers are active online, you can monitor your performance and their satisfaction by asking for feedback at the right times and going beyond the standard NPS question.*  
”

- Bernadette Wiersema, Manager Customer Experience Damage

# How do you turn an 8 into a 10?

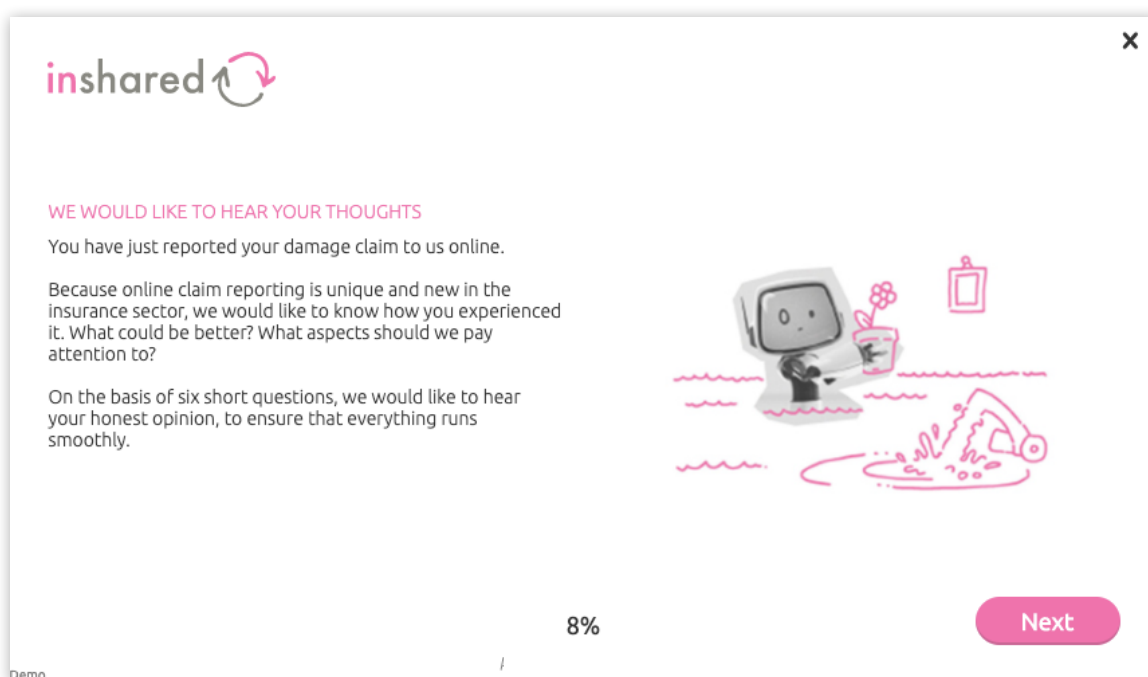
## Proactively gathering reviews during the customer journey

InShared's motto is: "It's their journey, not ours." "It is easy enough to sit down together and decide how your customer journey should go, but not all customers will have the same experience." InShared therefore understands that every customer goes through their customer journey in their own way.

InShared believes that the traditional 4 Ps are no longer sufficient. A new factor has been added, namely the customer's experience and the emotion associated with it. Especially in the insurance business, where it is becoming harder and harder to stand out with your rates and conditions, emotion is an important factor that sets you apart from the competition. InShared therefore makes active use of its customer reviews. A customer is an owner of your brand and they decide what they would like to see differently. Customer reviews reveal an organisation's true identity.

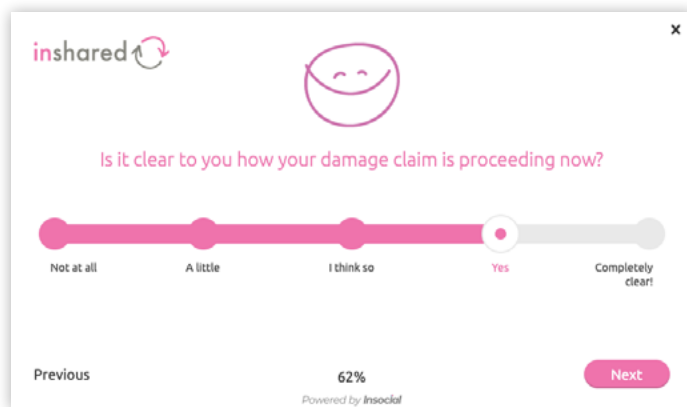
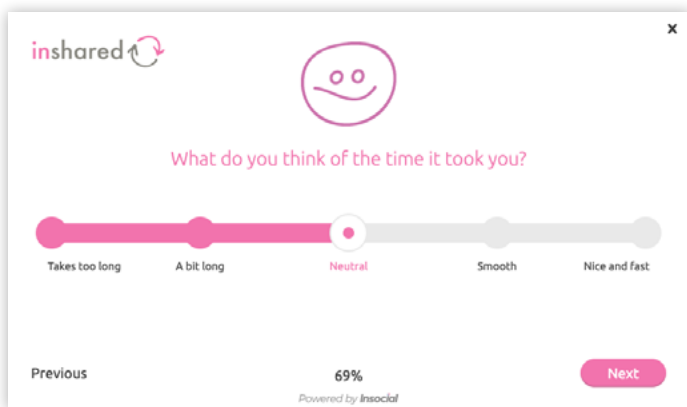
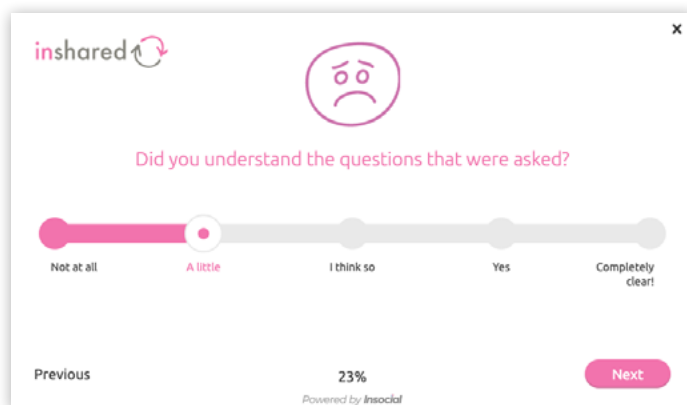
## Easy-to-use survey in your own corporate style

InShared has developed a survey for each touchpoint. Here is an example of a survey that is sent to customers after they report a case of damage. The start of the survey is designed to convince the customer to actually fill out the rest of it. At the bottom of the survey and in the text itself, it is made clear that it consists of only seven brief questions.



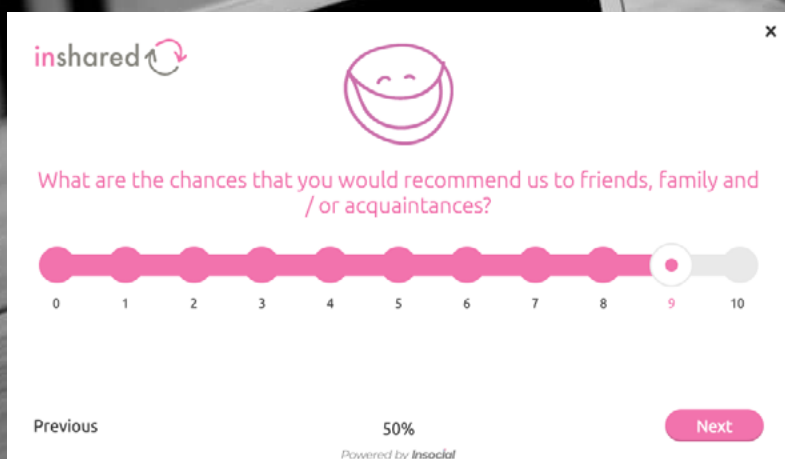


The first four questions use a slider that shows a different emoticon for each of the possible answers: 'Very unclear' is associated with a sad emoticon, while 'Super clear' is linked to a happy face. This makes the whole process fairly intuitive. These questions are more specific in nature than the NPS question.



## The Net Promoter Score

The Net Promoter Score is a metric that many organisations use to measure their customer satisfaction. The question that is asked is "How likely are you, on a scale from 0 to 10, to recommend Company X to your family, friends and colleagues?" The NPS is therefore an indicator of how willing your customers are to recommend your product or service to others. This also serves as an indicator of your customers' loyalty (after all, they will not recommend you to others if they no longer wish to be your customer themselves).



**+33**  
Net Promoter Score  
Claims overall

**+50**  
Net Promoter Score  
Damage repair

**8,5**  
Average figures  
Online notifications

## What would you have to do for a 10?

What would you have to do for a 10? InShared simply asks. It may seem like a trivial question, but it is actually quite unique in the world of surveys. In truth, questions like this help you improve your processes most effectively.

The screenshot shows a survey interface with the InShared logo and a question: "What should InShared do for a 10?". Below the question is a large text input field labeled "Your answer". At the bottom, there are navigation buttons for "Previous" and "Next", a progress indicator showing "62%", and the text "Powered by Insocial".

## From detractor to promoter

To turn a 6 into an 8 (or an 8 into a 10), InShared follows up on lower scores by asking why a customer feels dissatisfied and whether the company may contact them to resolve their complaint. By doing so, you can turn a (near) detractor into a promoter.

The screenshot shows a survey interface with the title "Your review and feedback". It includes a text input field for a review, a smiley face icon, and a large pink circle containing the number "7". Below the input field are navigation buttons for "Previous" and "Next", a progress indicator showing "62%", and the text "Powered by Insocial".

# Reviews lead to new insights

## Enriching customer data

Of course, you can use your survey to gather some additional data as well. Below, you can see what options InShared adds to enrich its customer data.

**Extra details**

1 adult without children

20 years or younger

Drenthe

Previous 92% Complete

Demo Powered by Insocial

## Customer analysis and improvements

In addition to online reputation management, you can also use the collected data, scores and feedback to analyse your existing customer base. You can then use the results to effectively innovate, improve or optimise your operations and services.

With Insocial's analysis dashboard, you can filter the data you gathered based on a range of variables, such as positive or negative reviews, gender, reference or subject. This makes feedback more comprehensible and leads to insights that you can use to implement improvements.

In other words, InShared actually uses the reviews it receives to optimise its processes. When it becomes clear that customers keep having a specific issue, InShared will discuss the problem in a multidisciplinary team. This team then comes up with a suitable solution to eliminate the problem. InShared uses feedback to continuously improve, which leads to higher customer satisfaction and lower costs!



## What does that look like in practice?

Asking for feedback and then actually doing something with it, such as optimising a process, is easier said than done. Below is an example of an optimisation that InShared implemented based on feedback it received from its customers.



### 1. Feedback

After gathering feedback about the onboarding phase for new customers, many of them commented on the amount of information they received at once after signing up.



### 2. Solution

Based on this feedback, InShared decided to eliminate two emails from the onboarding flow and spread out the remaining emails over a six-week period. Customers still receive the same information, only in smaller doses. This makes the whole process a lot easier and more insightful!



### 3. Result

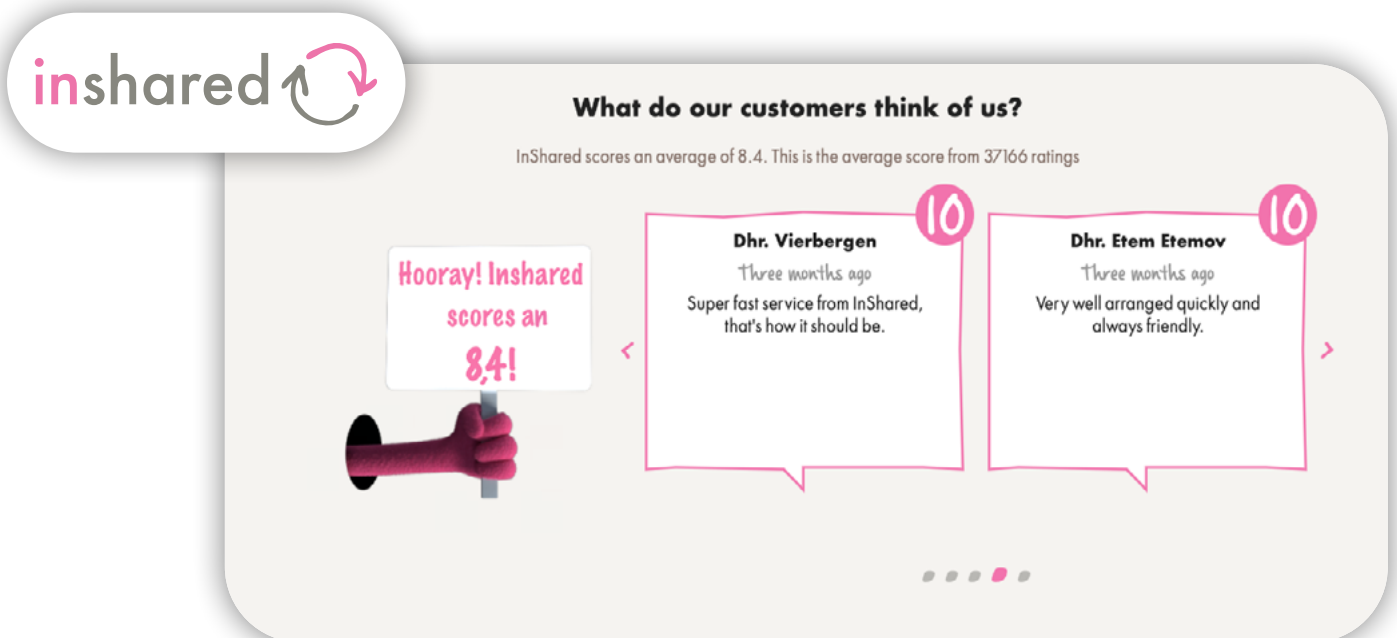
As a result of this improvement, customer satisfaction with the onboarding process has increased and InShared has not received any more comments about it. It has therefore achieved its goal of making the onboarding process easier! Of course, the measurements are still being conducted, because InShared is always open to ideas and feedback.

# Using reviews as a means of persuasion

## Social evidence in your communication channels

InShared and transparency go hand in hand. InShared publishes all reviews on its website and makes sure to respond to each and every evaluation - be it a positive or a negative one. By doing so, InShared shows customers that it takes complaints seriously and strives to resolve them.

An added benefit is that posting reviews on your website improves your ranking in search engines such as Google. InShared therefore also improved its SEO results. Potential customers will find them more quickly than their competitors. Two birds, one stone! InShared is one of the first insurance companies to adopt this approach, which is clearly reflected in the results it achieves.





# Dos & Don'ts of customer feedback

What did we learn?

## Dos

- 1 Automatically sending surveys at the most relevant moments in the customer journey saves you a ton of time and effort.
- 2 Posting reviews will improve your credibility, but you should also post negative reviews (along with your organisation's response). Only posting perfect 10s is not very realistic!
- 3 Always try to gather some additional customer data. Think of e.g. someone's gender, age or family composition. This is a great way to expand your database!

## Don'ts:

- 1 Asking too many questions in your survey.
- 2 Waiting too long before sending out a survey. The purchase or contact moment will no longer be on the customer's mind.
- 3 Ignoring or putting off negative reviews. It is better to deal with these customers as soon as possible.

## A 10 for continuous improvement

If there was a quick fix that ensured you only received top grades, they would no longer be top grades. Ultimately, it is about continuously improving your customer processes with the goal of eliminating every issue that customers encounter along the way. InShared has already begun working on the next step: Selfservice gets smart: InShared's goal is to evolve self service and take it to the next level. That means making the website as smart and simple as possible, so customers do not feel the need to contact the customer service department: instantly resolving problems, reducing stress and offering comfort. If customers do want to contact the company, they should receive the help they need in an accessible manner.



With Insocial, you can measure every interaction between your organisation and your (potential) customers, acquire actionable insights that you can use to make real improvements and make Customer Experience a core aspect of your organisation.



## Would you like to know more?

In our free demo, we explain exactly how our feedback solutions work and how you can implement them in your own organisation! The demo is entirely free of any further obligation, so there are no strings attached!

[Request a demo](#)



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