

Case Study

Psychology insights
lead to smarter digital
sales strategy



Julie Panagou
Market Management
& Communications
Manager

“For an insurance company, a sale is not always a success. It is not about money in your pocket, but about risk. That’s why Clicktale Psychological Analytics was important to us. Clicktale helped us understand the difference in behavior between Profitable and Non-profitable customer segments.”

Company

Allianz Direct
Allianz Greece
www.allianzdirect.gr

Industry

Financial services

Goal

To maximize Allianz Direct revenues by creating and delivering tailored experiences for each customer segment

Results

- Insight into how psychological state and in-page experience interact to influence visitor behavior
- 3-4% lift in conversions
- 15% increase in retention from Policy Options page to next step of policy flow

The business

Allianz insures and provides asset management services to 85 million customers on almost every continent. Allianz Greece, a member of the Allianz Group since 1991, offers a wide range of policies for car, home, life and health insurance, as well as pension and savings plans. Allianz Direct is the direct channel of Allianz Greece, offering car and motor insurance online and through its call center.

The challenge

Buying auto insurance online can be daunting. Complex coverage and payment options can confuse customers and send them running back to agents for help. In fact, confronted with a Policy Options page featuring a large table of options and plans, over 60% of visitors to the Allianz Direct site dropped out of the application flow, and only 2% ultimately purchased a policy.

Of course, for insurance companies, conversion is not always the preferred outcome. Allianz Direct was seeking to enhance its overall profitability by encouraging visitors who were likely to be profitable to purchase policies while discouraging customers who were likely to generate large payouts.

Why Clicktale

Allianz Direct was seeking a robust behavioral analytics solution that would guide them in tailoring customer experiences to advance the differing business goals for each segment.

They needed a solution that could reveal the distinct digital body language of Profitable and Non-profitable customer segments; uncover the intent and mindsets that influence the behavior of each segment; and provide insights on creating customer experiences that maximize profitability for Allianz Direct.



Emmanouil Nikolopoulos
Direct Business
Website Manager &
Customer Journey Expert

“We decided to go with Clicktale because as a group, we are working toward becoming more customer-centric. We wanted to get a better view of our online customers: What they do on the website, how individuals behave, how different segments behave, if there are areas that need improvement.”

The solution

Allianz Direct leveraged Clicktale to analyze the digital body language of visitors to the Policy Options page – the online activities that expose how involved, interested and attentive each visitor is. Clicktale Psychological Analytics helped identify the underlying mindsets of customers on the Policy Options page and revealed how they impacted conversion.

In addition, Allianz Direct compared how customers in their Profitable and Non-profitable segments (segmented based on responses in a previous step in the policy flow) interacted with the policy options to better understand how to drive desired behavior for each segment.



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“The first or the second day after we installed the Clicktale tag on our website, we immediately spotted many bugs and technical issues that needed to be fixed, long before we even started our training with Clicktale.”

Avoiding the paradox of choice

Allianz Direct also found there was an inverse relationship between engagement with policy options and conversion.

Many visitors in the Profitable segment exhibited behaviors associated with a "Focused" mindset. These goal-oriented customers seemed to come to the site knowing just what they wanted. They barely engaged with the Policy Options table, except the CTAs, and converted at a higher rate than visitors from the Non-profitable segment.

Many Profitable segment customers exhibited behavior indicating a "Focused" mindset, moving directly from choosing a package to the "Continue" CTA on the Policy Option table.

The screenshot shows the Allianz Direct website interface for selecting an auto insurance policy. At the top, there's a banner for a 10% discount. Below it, a progress bar indicates the user is at step 2, 'Υπολογισμός' (Calculation). The main content is a table titled 'Δημιουργήστε το δικό σας πρόγραμμα' (Create your own program) with columns for 'Επιλογή' (Selection) and three price options: 98,95 €, 129,48 €, and 162,66 €. The table lists various benefits and services, such as 'Αστική Ευθύνη', 'Κάλυψη από Ανασφάλιστο Όχημα', 'Πλήρης Οδική Βοήθεια', 'Φροντίδα Ατυχήματος ALL HELP', 'Οδική - Μερική Κάλυψη', '15λες Σημεία', 'Θραύση Κρυστάλλων', 'Δωρεάν Υπηρεσίες', 'Επισκευή Σημιάς χωρίς καταβολή χρημάτων στα συνεργαζόμενα συνεργεία', 'Πρόσκληση Κάρτα', 'Προσωπικός Διασπονητής Σημιάς', 'Φυλικός Διακανονισμός', and 'Ιατρική Υποστήριξη με την επιλογή της κάλυψης Προσωπικό Ατύχημα'. A red circle highlights the 'Επιλογή' column, and a dotted line points from it to the 'Αποθήκευση' (Save) button at the bottom right.

In contrast, the behavior of many customers from both the Profitable and Non-profitable segments on the Policy Options page pointed to a "Disoriented" mindset. Using Clicktale, Allianz Direct found that while these customers intended to research and purchase auto insurance policies, the complex layout of the table and multiple options introduced struggle into the process: Despite efforts to systematically find the information they needed, their interactions were disorganized and they ultimately converted at much lower rates.

Customers who tried to systematically research policy options struggled with the complex table, exhibiting behavior associated with a "Disoriented" mindset. They ultimately converted at a much lower rate.

ME TIN ALLIANZ DIRECT ΕΧΕΙΣ 10% ΕΚΠΤΩΣΗ ΣΤΑ ΕΤΗΣΙΑ ΣΥΜΒΟΛΙΑ

1 Διάνοξη & Αυτοκίνητο 2 Υπολογισμός 3 Προσωπικά Στοιχεία 4 Σύνταξη & Πληρωμή

Δημιουργήστε το δικό σας πρόγραμμα

Συντάχεται Πληρωμές	Go	Accelerate	Full Speed
Τρίμηνη Εξόφληση Ετήσια 263,39 € 237,05 €	435,68 € 392,11 €	882,12 € 793,91 €	
Βασικές Καλύψεις	Επιλογή	Επιλογή	Επιλογή
Αστική Ευθύνη	✓	✓	✓
κάλυψη από Ανασφάλιστο Όχημα	✓	✓	✓
Πλήρης Οδική Βοήθεια	✓	✓	✓
Φροντίδα Ατυχήσεων ALL HELP	✓	✓	✓
Οδική - Μερική Κάλυψη	—	✓	✓
Φυσικά Φαινόμενα	—	✓	✓
Πυρκαγιά - Εκρηγή Τρομοκρατικές Ενέργειες	—	✓	✓
Αστική Ευθύνη από Μετέδοξη Πυρκαγιά	—	✓	✓
Υδρες Ζημιές 1750 750	—	—	✓
Επιπλέον Καλύψεις			
Νομική Προστασία	✓	✓	✓
Θραύση Κρυστάλλων 1.800 1.800	✓	✓	✓
Προσωπικό Ατύχημα 15.000 15.000	—	—	✓
Ενοίκιαση Αυτοκινήτου	—	—	—
Δωρεάν Υπηρεσίες			
Επισκευή ζημιών χωρίς καταβολή χρημάτων στα συνεργαζόμενα συνεργεία	✓	✓	✓
Πράσινη Κάρτα	✓	✓	✓
Προσωπικός Διακανονιστής Ζημιών	✓	✓	✓
Φυλικός Διακανονισμός	✓	✓	✓
Ιατρική Υποστήριξη με την επιλογή της κάλυψης Προσωπικό Ατύχημα	✓	✓	✓
Τρίμηνη Εξόφληση Ετήσια 263,39 € 237,05 €	435,68 € 392,11 €	882,12 € 793,91 €	

Αυτοθήκευση Ενδείκτη παρακολούθησης ενέργειας της ασφάλισης Σύνδεση >

Οι πελάτες μας λένε για εμάς... 4.8 ★★★★★

προσιτές τιμές οικονομικά ασφαλιστρα ασφάλεια αξιοπιστία

απόλυτη ταχύτητα εμπιστοσύνη

παροχές WebSite εμπιστοσύνη

πλήρες κατά τις επόμενες 24 ώρες

καλύψεις ασφαλιστικής

φιλικά προς το περιβάλλον

Based on these findings, Allianz Direct simplified the information-gathering process by significantly shortening the policy options list. They replaced the free coverages section with informational ad-style banners at the side of the page, for a more compact and manageable table. Results were fast to come: Retention from the Policy Options page to the next step of the policy flow increased 15% and overall conversions rose by 3%.



Emmanouil Nikolopoulos
Direct Business
Website Manager &
Customer Journey Expert

"So far, we implemented two things from the last report and immediately saw a 15% to 16% increase in retention rate from Step 2 to Step 3. It was amazing!"

Segment analysis revealed that Non-profitable customers converted at lower rates than Profitable customers – a trend that Allianz Direct wanted to strengthen.

Digging into the online behavior of each segment on the Policy Options page with Clicktale, Allianz Direct found that Non-profitable customers engaged with prices, payment plans and “free service” options much more than Profitable customers, indicating higher price sensitivity.

Further segmenting Non-profitable customers into first-timers and return visitors confirmed this finding and provided valuable, actionable information to Allianz Direct. While on first visits Profitable segment visitors converted at much higher rates than Non-profitable segments, conversion rates for subsequent visits were equivalent for both segments. Understanding that Non-profitable customers had done some comparison shopping in the interim, Allianz Direct adjusted Non-profitable segment pricing to make its offerings less attractive, resulting in lower Non-profitable segment conversions for both initial and return visits.



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“The fact that they [Non-profitable segment customers] return and convert easily means that after searching competitors’ websites, they found our offerings more appealing. After seeing this with Clicktale, we immediately adjusted pricing parameters for these customers and saw an improvement – in this case a decrease in conversions.”

Next steps

Following Allianz Direct's highly successful initial steps toward making the policy selection process less overwhelming, they are creating segment-specific Policy Options pages that selectively tailor the customer experience according to the customer risk profile. Profitable segment customers will be exposed to a compact, streamlined policy option selection experience that supports their "Focused" mindset, while a degree of struggle will be retained in the Policy Options page presented to customers in the Non-profitable segment.

Conclusion

Based on comparative behavioral and psychological insights into visitors to the Allianz Direct site, the insurance giant improved their customer experience, and increased overall conversions as well as the proportion of Profitable segment customers in its portfolio.



Emmanouil Nikolopoulos
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Website Manager &
Customer Journey Expert

“When we started looking for customer experience solutions, Clicktale came up. And we saw that it was the best solution we could get for actually seeing what our customers are doing on the website and why.”