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Social Media and Web Analytics Group Assignment

From Case A –

1. What are Rose's options for solving the problem and what do you recommend?

Compare.com can focus on following options to solve the process:

- a) Minimize the average Survey filling time. Basically bring it down from current average of 4.5 min to close to 45 sec (*Zebra's* average)
- b) The concept of Test and Learn is effective but the hypothesis can be based on data primarily rather than intuition alone as each test involves cost and time.
- c) Moreover the form design i.e. the order of questions should itself be designed on data and should be demographic specific.
- d) A reminder later option can be added to allow the user to continue the survey at a particular time of his/her choice.
- e) Also, the user behaviour should be analysed in the website and mobile app to find and explore potential hotspots which can be used improve the user experience and thus user engagement to complete the survey.
- f) The whole survey filling process should be incentivized using some innovative methods (discounts / complimentary offers etc) rather than just giving a set of questions, which could be boring to fill.
- g) Personalized recommendations can be populated in the form based on User Profile (Content Based) to engage the user further.

2. When do people look for auto insurance?

Usually people stick to a particular insurance company even if they are not too happy about the experience. But the main reasons for looking for auto insurance are:

- a) Price motivation
- b) Sudden increase in the insurance amount of current policy
- c) Bad experience with a provider
- d) Upon buying new car
- e) New drivers also look for the same

But after buying an insurance policy, only 13% switch the provider.

3. *Is Compare's selling process aligned with the buying process?*

Compare's selling process of going online is totally aligned with the customer buying pattern. Customers prefer online medium, over the human intermediaries. But the catch is that customers don't want to share personal details like email and phone numbers too soon in the premium quote process

Also, customer didn't have good experience with the websites which claimed to give better prices and quotes by seeking personal details, the arrival of aggregators (like *Compare* and *Zebra*) proved to be big positive for the customers. Hence *Compare.com* is doing right things.

4. *Are Compare's acquisition channels aligned with the customer buying process?*

Compare's acquisition channel included advertisement through TV, Google AdWords and Broker websites. Of this, the advertisement through TV was proving as much effective especially as compared to other two channels.

Google AdWords was particularly very effective in acquiring the customers and also in measuring the conversion or efficacy of the conversion, through A/B testing. This also helped them to optimize the campaign by precisely targeting the customers based on their interest and region of purchase.

Broker websites also ensure good success rate as far as website traffic was concerned, because the customer could be targeted precisely based on their demographics, region etc. But when it can be completing the purchase it was a big demotivation factor for them to fill the query form once again. Also, it was suspected that customers were just visiting the *Compare's* website to check the prices, hence this channel also was ultimately not aligned with the customer buying process.

5. *Is it important for Compare to get customers to finish the quote process in the first attempt?*

Yes it is important to get the customers to finish the quote process in the first attempt.

But there is a trade-off between asking personal details at beginning vs at later stage in quote process. So, we need to balance the rate of overall completion with flexibility to fill the form later. While giving flexibility to fill the form later, there is a fear that customer will have apprehension in sharing the email-ID in the beginning itself and hence leading to instant dropout.

So, keeping in view the pros and cons it is in best interest to finish the quote process in the first attempt.

From Case B –

1. *Why design an experiment ?*

- a) Experiments can help in establishing the cause and effect.
In this case, effect of showing estimate quotes to customers early in questionnaire process and it's effect on completing the form or purchasing decisions.
- b) It helps to carry out tests on comparatively smaller set of customers rather than whole population. Carrying tests on whole population will be impossible and expensive.
- c) Using this, compare.com can quantify the effect of showing estimate quotes to customers and hence decide on amount of money to be invested in website redesign.
- d) It can give the power of interference to compare.com decision makers to find customer preferences and behaviours in their segment.
- e) Market research experiments help in giving a direction to company to choose among various options that can help to improve customer satisfaction.

2. *What types of things should one consider as we design the test ?*

- a) Randomness - Randomly assigning users in control group, ie. the group to which estimates will not be shown and treatment group to which estimates will be shown
- b) Controlling External conditions - Ideally making sure that only difference between control and test group is treatment, in this case showing the estimates early in questionnaire.
- c) Size of experiment group - Identifying the size of customers to put in control and treatment group based on geography and profiles of users. Size of the Control group should be just enough, keep in view that this sample usually leads to missed opportunity in the real setup.
- d) Placement of banner ad for experiment – Identifying placement of estimate quote on website and the page on which it will be shown, such that everyone in treatment group sees the estimate quote.
- e) Also, in case of control group since the prices will not be shown, which can decrease the screen response time vis-a-vis the test group, which will load the price calculated by using some logic. The screen load time here should be same, else can lead to bias.

From Case C –

1. *What are the results ?*

- a) Average Estimate – On showing average estimates to customers, Quote completion rate dropped by 1% and click rate dropped by 3%
- b) Low Estimate – On showing low estimates to customers, Quote completion rate improved by 4% and click rate improved by 6%

So, net-net in case of Low Estimate there is a marginal increase in Click Rate as against Average Estimate, where the click rate has in fact decrease compared to Quote Completion. This means users are pretty satisfied with Low Estimate values, and it can be a better metric as against Average Estimate.

2. *Are the results useful ?*

Yes, results are useful.

One of the debatable item in management team was decision to show lowest quoted premium or average quoted premium.

Going by summary results, it is clear that if customers are shown lower quoted premium at initial stages, their chances of quote completion improves and infact no. of people going on to purchase website improves further

Contrary to this, showing average estimate vs not showing estimates reduced the chances of customers completing the quote or going on to buy the insurance.

3. *What does it take to have a experimentation culture? What did Compare do to get that culture?*

Compare.com runs estimate test for decisions, instead of just going by majority numbers in management team. This Experimentation culture at compare.com has come from it's parent company Admiral.

To achieve experimentation culture –

- a) Compare.com ran distinctive campaigns across markets
- b) Marketing team has frequently employed both before and after and A/B testing to optimize the language, subject lines and cadence of its marketing emails.
- c) It encourages employees from all levels to come up with ideas that they think are good enough, and management reviews and runs tests corresponding to those ideas.
- d) Brodie's manager Amy Law encouraged him to run different tests and provided necessary support from marketing research teams.