

Buying Experience Re-design at Turners Car Insurance

Chao Xin Nhin

LV5 Mission 1

Who is the stakeholder?

- Stakeholders who are interested in the buying experience re-design project
 - Customers of Turner Car Insurance = They would want a buying experience that is accessible and quality customer service.
 - Shareholders = More customer satisfaction from the buying experience re-design equals to more growth and success in the business. This also introduces budget cuts as automation will mean they would have to cut employees.

Context of the project?

- Understand what the problem is = Turners wants to introduce new technology to enhance their buyer's experience. Which means some form of customer service for the user to engage with to better understand what they want.
- Insights on what a customer wants = A customer wants quality products and more importantly, great customer service. Not only does this improve the customer's experience, but you will build a good relationship with the customer who will then consider returning in the future.
- Decision-making for the project = A way to offer customer without the hassle of going back and forth with a customer service rep, is to have a chatbot for the website. Not only will it save time for the employee, but it will also save a lot of time for the customer. The decision to incorporate a chatbot allows the customer to have their questions answered without waiting for a rep.
- Personal-passion for the project = I work in retail, mainly more towards the warehouse side but will often look after the showroom. I've encountered a lot of misinterpretation in the store linking back to our website. I believe that general consumer questions regarding to our store should be answered through automation. Ofcourse, they should be referred to a customer service team for more complex queries.
- What technologies would be used? = This project will utilize the automation chatbot from dialogflow. It will be incorporated to the website that is built on React Js and SCSS. I will also be utilising the Jira software to stay on track with the project.