Airport Sales Simulation
iPhone

Objective

Aviva is the UK's largest insurer and one of Europe's leading providers of life and general insurance, providing insurance for around 31 million customers worldwide.

Through a long standing partnership, Mubaloo has worked alongside Aviva over the past few years to develop a number of mobile apps. Through Aviva's Innovation Garage, which Mubaloo is a partner of, the company is continuously experimenting with new technologies. Aviva wanted to investigate the benefits of utilising beacons to engage their customers.

A proof of concept was created to demonstrate how this technology could work in the real-world to:

• Drive customers to take out travel insurance with Aviva
• Use beacons to trigger the the right message to customers when they need it
• Create opportunities to upsell insurance packages

Aviva wanted to discover how beacons could be used in airports to support Aviva's offering and push insurance to existing Aviva customers. With the use of beacon technology, Aviva aims to increase engagement with its customers through integrating the technology into their existing Travel app. Aviva wanted the app to make it as easy as possible for customers to purchase travel insurance at the airport, just before they leave on their travels.

Solution

Placed behind Aviva's promotional banners, located around an airport, beacons can detect the location of the user and launch a notification on their mobile device asking whether they need to purchase travel insurance. If they do, the customer can then proceed to the app.

To make the travel insurance purchasing process as simple as possible, the app only has seven screens. Upon launching the app, the user is able to enter their flight number from their ticket, select their requirement details and relevant party details, before being presented with three different insurance options. If the customer is happy with the real-time quote, insurance can be purchased directly through the app.

For further peace of mind, a confirmation screen will appear at the end of the purchase.

Whilst GPS could be used to trigger notifications when customers are close to the airport, using the technology is not viable for indoor scenarios. By using beacons to detect hyper-location, this means that only existing Aviva customers, who are definitely flying and in the departure lounge, will receive notifications.

Result

With the success of this proof of concept, Aviva will be looking to advance the proof of concept and include further integration with their customer database to provide a more personalised solution.

ENTER FLIGHT NUMBER

EX848

FLIGHT NUMBER
EX848

PASSENGERS
3

DAYS

How many days are you travelling for?

−

4

+

Confirm

You are covered!

OK:
- Are a UK re
  main home is in t
  and is liable to pay ta
  resident in the UK (inclu
  the Isle of Man) for at least 6
  buying the policy.
- Has had less than 3 travel insurance cla
  3 years:
- Has not already commenced the trip to be covere
  not received a terminal prognosis for

NO

YES