Jubilee Insurance
Mobile-First Customer Engagement Strategy

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Abstract

This brief 3mice concept paper introduces the 3mice way of looking at digital customer engagement, critiques the current Jubilee website (yes, we know we are largely responsible for its current state), provides a very high level survey of potential opportunities and improvements, and finally suggests recommendations for structured improvement.

The Proponent of this initiative is the Group Head of IT, Mr. James Muritu.

1 Background

Jubilee Insurance and 3mice have had a commercial relationship for over 2 years, during which time 3mice has developed an internet presence for Jubilee. The current Jubilee website has been the primary online interface for the firm. Jubilee has significantly evolved its customer engagement paradigm over the last 2 years, but the internet shopfront has not kept pace with these changes. It is imperative to rethink the role of the jubilee website, the internet and mobile technologies in the customer service, acquisition and retention process. As it is now, the website is a static repository of information, that quite frankly, is of interest to nobody in particular.

This partner-partner engagement seeks to establish a conceptual baseline strategy playbook by which 3mice can contribute it's expertise to clarify how the internet can be used to support the Jubilee go-to-market strategy, optimize the strategic and operational value of online investments and improve competitive posture in the marketplace.

1.1 How to measure success online

The HEART framework is the neo-traditional method of measuring success online:

Happiness: measures of user attitudes, often collected via survey. For example: satisfaction, perceived ease of use, and net-promoter score.

Engagement: level of user involvement, typically measured via behavioral proxies such as frequency, intensity, or depth of interaction over some time period. Examples might include the number of visits per user per week or the number of photos uploaded per user per day.

Adoption: new users of a product or feature. For example: the number of accounts created in the last seven days or the percentage of users who use the site to renew insurance.

Retention: the rate at which existing users are returning. For example: how many of

the active users from a given time period are still present in some later time period? You may be more interested in failure to retain, commonly known as "churn."

Task success: this includes traditional behavioral metrics of user experience, such as efficiency (e.g. time to complete a task), effectiveness (e.g. percent of tasks completed), and error rate. This category is most applicable to areas of your product that are very task-focused, such as product search or an upload flow.

1.2 The 3Mice Design Methodology

2 Strategic Context

2.1 Industry Analysis

2.2 Business Strategy Analysis

2.3 Strategic Evaluation

2.4 Critical Issues and Recommendations

Ubiquitous Internet

Pre-eminence of Mobile

Increased User Sophistication

Mobile Money

Single Click Fullfillment

Fast Paced Innovation

Price Pressure

3 Scope of Work

4 Implementation and Deliverables

4.1 Work Plan

5 Financial

6 Contact Information

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