doxee | ix interactive experience

Doxee Pvideo® for AXA & MPS



CASE STUDY

AXA & MPS

AXA Group is a world leader in the field of global insurance and asset protection. In Italy, the Group distributes its products through the Monte dei Paschi bank and its more than 2,000 branches.



Goals

Increase policy renewal

AXA collaborated with Doxee to reduce churn and increase policy renewal among their car insurance customers.

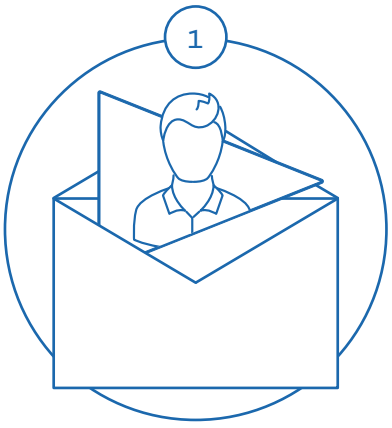
Improve brand image

Doxee Pvideo® offered AXA an innovative way to captivate and engage audiences with Unique Selling Points that differentiate AXA from competitors and improve its overall brand image.

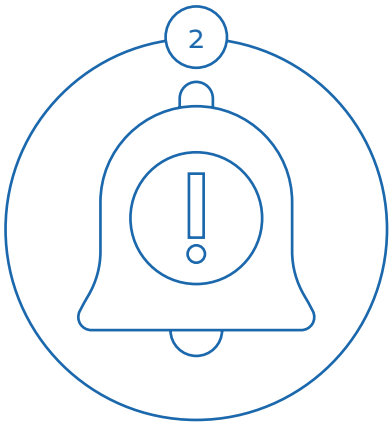


At the end of the policy period, car insurance customers have to decide between renewing their policy or changing to a new provider. For AXA, this is an opportunity that can't be missed.

Using Doxee Pvideo®, AXA created an engaging personalized video for each customer that made it easy for them to understand the details of the new offer, and even easier for customers to renew their policy with just a few clicks.



Within 40 days of the policy expiration date, AXA sends the customer an email containing a personalized video that features unique content that is customized for each recipient and the conditions of his policy.



AXA follows up with a reminder e-mail 20 days and 7 days before the expiration date.

Video characteristics

Data personalization



Each Doxee Pvideo® is personalized with the customer's name, automobile type, license plate, the policy expiration date, any special offers or discounts, and the renewal price.

Avatar personalization



The video character is also customized based on the customer's gender.

Dynamic scene management



Doxee Pvideo® made it easy for AXA to personalize the scenes of each video based on the features of the customer's current car insurance policy. Different scenes for collision, liability or comprehensive coverage, roadside assistance, plus assistance, theft, fire, RCA plus, and more are all available for inclusion.

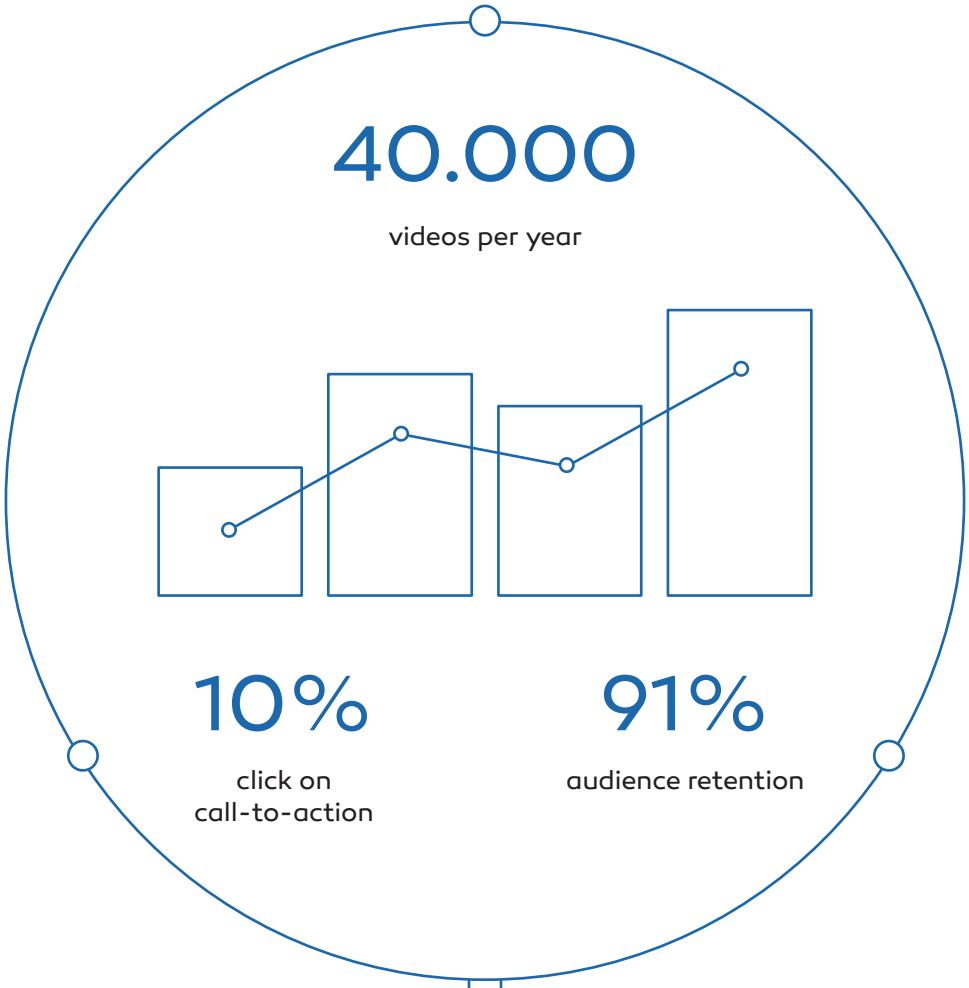
Call-to-action



A call-to-action at the end of the video allows the customer to renew immediately online or directs them to the nearest MPS branch.

Personalization is not only useful for engaging the customer and making them feel important, it's also a direct invitation to act. The customer is stimulated to renew their insurance policy directly in the video.

Results



The results speak for themselves

Our personalized and interactive videos stand out from the crowd and are able to attract the attention of even the most distracted consumer.
With the implementation of Doxee Pvideo®, AXA was able to communicate with its customers in a unique and appealing way that enabled them to communicate their offer while also promoting a positive image of the brand. The videos showed strong engagement: **91% of customers who started the video continued to watch it until the end**. What better way to communicate?

Traceability, monitoring and optimization

Thanks to the analytics included in Doxee Pvideo® AXA is able to monitor each step of the acquisition process to optimize its effectiveness. Having a better understanding of customers and what they will respond to will help AXA communicate more effectively in future campaigns.

Connect with the leader of Customer Experience in the Cloud

At Doxee, we revolutionize the customer experience with innovative technologies that help businesses communicate and interact with its customers more effectively, creating solid relationships that lead to lasting business growth. Our cloud products dedicated to CCM, Digital Customer Experience and Paperless offer our customers and partners a complete and integrated set of applications that fully support the customer journey.

Learn more about interactive experience
Download the Product Overview

ix interactive experience

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Doxee ix customers

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