Convincely

How AIA Became the Highest-Rated Health Fund in Australia with Over 300 Five-Star Reviews in 6 Months

CASE STUDY

'You know all the big UX ideas you have in your head that you've always wanted to build into your online shopping experience, but you can't because it's too resource intensive? With Convincely, you can do it in 1/5th the time and it's all effortless.'

Henry Guhl,
Senior Manager, Channel Optimisation

HIGHLIGHTS

Challenges
- Cutting through the noise of a competitive industry
- Creating customer-focused UX without wasting time or money on uncertain ROI
- Minimising business risk for new UX decisions

Solution
Convincely CRO platform:
- Plugs seamlessly into AIA's environment
- Enables the creation of hyper-personalised user funnels within days
- Facilitates rapid-fire split testing and optimisation

Results
- Built a hyper-personalised UX in 1/5th the time
- New UX sparked over 300 five-star reviews in 6 months
- AIA became the top-rated health fund in Australia

Challenge
Earning prospective customer's trust in record time

Finding the right health insurance is a frustrating and confusing experience for most people, which is why aggregators dominate the category.

There are over 110,000 different product combinations in Australia alone.

For businesses in competitive categories like insurance, the online experience is the ultimate make-or-break moment.

So AIA asked: How are we going to make our website look better? Work better? Function better? Create better nurturing opportunities?

Then the reality of digital execution set in. The cost would be astronomical and the project might take months, if not years.

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'It's uber expensive to create a great online shopfront. It's also risky because there's no guarantee that it's going to work. It's hard to convince the CFO to invest the time and money you need.'

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Solution
A plug-in that minimises the time, cost, and risk of web dev projects

Convincely was the solution AIA needed. As a purpose-built conversion optimisation platform, it helps businesses create engaging digital experiences in a fraction of the time for a fraction of the cost—no web dev required.

> 'You know all the big UX ideas you have in your head that you've always wanted to build into your online shopping experience, but you can't because it's too resource intensive? Now you can do it in 1/5th the time and it's all effortless', explains Henry Guhl, Senior Manager, Channel Optimisation.

The transformation was dramatic: Within **six weeks,** AIA transformed its one-size-fits-all, drop-down menu experience into **12 different funnels**. Multiple variations of each resulted in hundreds of different UX permutations for new visitors.

Each visitor is funneled into a hyper-personalised journey by answering an online questionnaire on AIA's website. The questionnaire serves a dual purpose:

1. Help each prospect understand the different insurance solutions and find the product that's perfect for them.

2. Increase conversion rates via relevant social proof and customer testimonials.

As for optimisation, Convincely enables Henry's team to experiment, A/B test different messaging, and pivot effortlessly when tests don't produce optimal results.

> ''It's a UX product owner's dream. You can test multiple different versions and, if your hunches are wrong, you can move on to the next test quickly on the smell of an oily rag', Henry says.

In other words, Convincely alleviates the most painful parts of typical web dev cycles: long development times, ballooning costs, and uncertain ROI. It also takes pressure off of internal teams who are busy solving other challenges, like building new pages and upgrading payment systems.

> ''The web guys love it because they can focus more on ideas, like branding and design, rather than the heavy-lifting around coding. We let Convincely handle all of that', says Henry.

> 'Convincely creates a smart customer experience. This is absolutely the most critical metric, because the hardest thing in the world to gain is trust.'

Results

One of the fastest-growing health funds in Australia that hasn't relied on big increases in marketing spend

With Convincely, AIA was able to create and deploy new user experiences at an unprecedented rate.

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> 'Convincely is a light touch technology that makes it super easy to create new funnels. **We created a new funnel—an entire website experience—in three days**', he says.

Rather than allocate thousands of hours of internal web dev to create a personalised experience that might not even work, AIA leveraged Convincely to deliver an amazing experience.

But more importantly, AIA knows that Convincely is a partner they can trust their brand reputation and user experience to.

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> 'Worried about risk? Convincely is bullet-proof. They operate in education, tech, and energy; industries where protecting private information is critical. They're trusted by the #1 most stringent bank in Australia and leading household brands', Henry says.
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> 'Perhaps even more importantly, prospective customers love the online experience created on the Convincely platform. In just a few months, AIA generated over 300 five-star reviews. The only major change in that time was the introduction of a Convincely-built online funnel.'

Convincely

In six months, **AIA Australia generated more five-star validated reviews** than any other health insurance company. Customers love that the personalised experience demystifies the often complicated world of insurance products.

AIA is now the top-rated health fund in Australia.

'In a market with 39 competitors, AIA went from relatively unknown to one of the highest-rated health insurance providers in Australia on product reviews.'

Convincely

Limited resources stopping you from delivering amazing UX to your users?

Convincely provides all-in-one data-driven personalisation and UX journeys to optimise conversion rates.

Book a Free Demo