

Designing for growth

Highlighted examples from home insurance initial application UX research, September 2021

The 4 marketing “Moments of Truth”



Zero Moment of Truth

Research phase. Consumers gather information via search engines, online reviews, specialist websites, and and third-party sources.



First Moment of Truth

Direct contact. The consumer arrives in store or at the company website. CX is everything. Either the consumer progresses down the sales funnel to buy, or will drop out.



Second Moment of Truth

The consumer uses the product. Does it live up to the marketing? Is it reliable? Product strength is the ultimate arbiter of long-term performance.



Third Moment of Truth

The aftermath. Consumers will form an opinion and deliver a verdict via word of mouth or online reviews. The pipeline of future consumers depends on the Third Moment of Truth.

Personal Business COVID-19

AVIVA Menu Log in

Home Insurance

Default 5 Star rated home insurance

Get a quote


Retrieve a quote

HALIFAX Menu

IN THIS SECTION >

Home Insurance

Get a head start. We'll only ask you a handful of questions, so you'll have your quote in no time. You can only get Home Insurance Select directly with us.



Get a home insurance quote

Save 10% if you buy online. [Read the](#)

Quote me happy.com

Quality, low cost home insurance

Low cost home insurance that's easy for you to manage online.

Home Quote

Customers, to view documents and make changes [sign in](#).

urban jungle

We "insurance" too, so we fixed it.

Finally, fair home insurance. Get covered in a flash on a monthly rolling plan created to your needs, with no hidden fees. Ever.

Get started

Our policies

Help

hippo Log in

You Deserve Smarter Homeowners Insurance

Save up to 25%*
Get an instant quote

Hippo Insurance Services is a licensed insurance agency for today's homeowners

4.9


Quote in 60 Seconds

Lemonade

America's most loved homeowners insurance

Zero hassle. Great prices. Trusted by your lender.

CHECK OUR PRICES



Get a \$20 gift card for every friend who gets an eligible quote. [Refer a friend today!](#)

Refer a Friend Log In

kin.

The Home for Better Insurance

Simple, personalized, affordable home insurance designed for you.

Enter your address

Get a Quote

Continue your saved quote >

MORE TH>N Menu

We sell a policy every two minutes ^

Updates: Coronavirus help and support and changes to our business products.

Home insurance

On average, our buildings and contents insurance customers pay £177 a year*

Up to £200 Home Emergency Assistance as standard**

7 out of 10 customers renew with us***

24-hour Home Emergency helpline



Start a quote >

Visit our [coronavirus help and support pages](#)

Make a claim Contact us Log in

swiftcover.com

Home insurance

Pay for what you need: nothing more, nothing less


Whether you choose Swift Made or Swift More, we'll protect what's important to you.

- Brand-new replacements if contents are damaged or stolen¹
- Repairs by our approved suppliers guaranteed²
- 24-hour emergency helpline for support day and night
- Cover included for major risks like flooding, fire, and burst pipes

GET A QUOTE

MAKE A CLAIM CONTACT US LOG IN

Home page / Home insurance



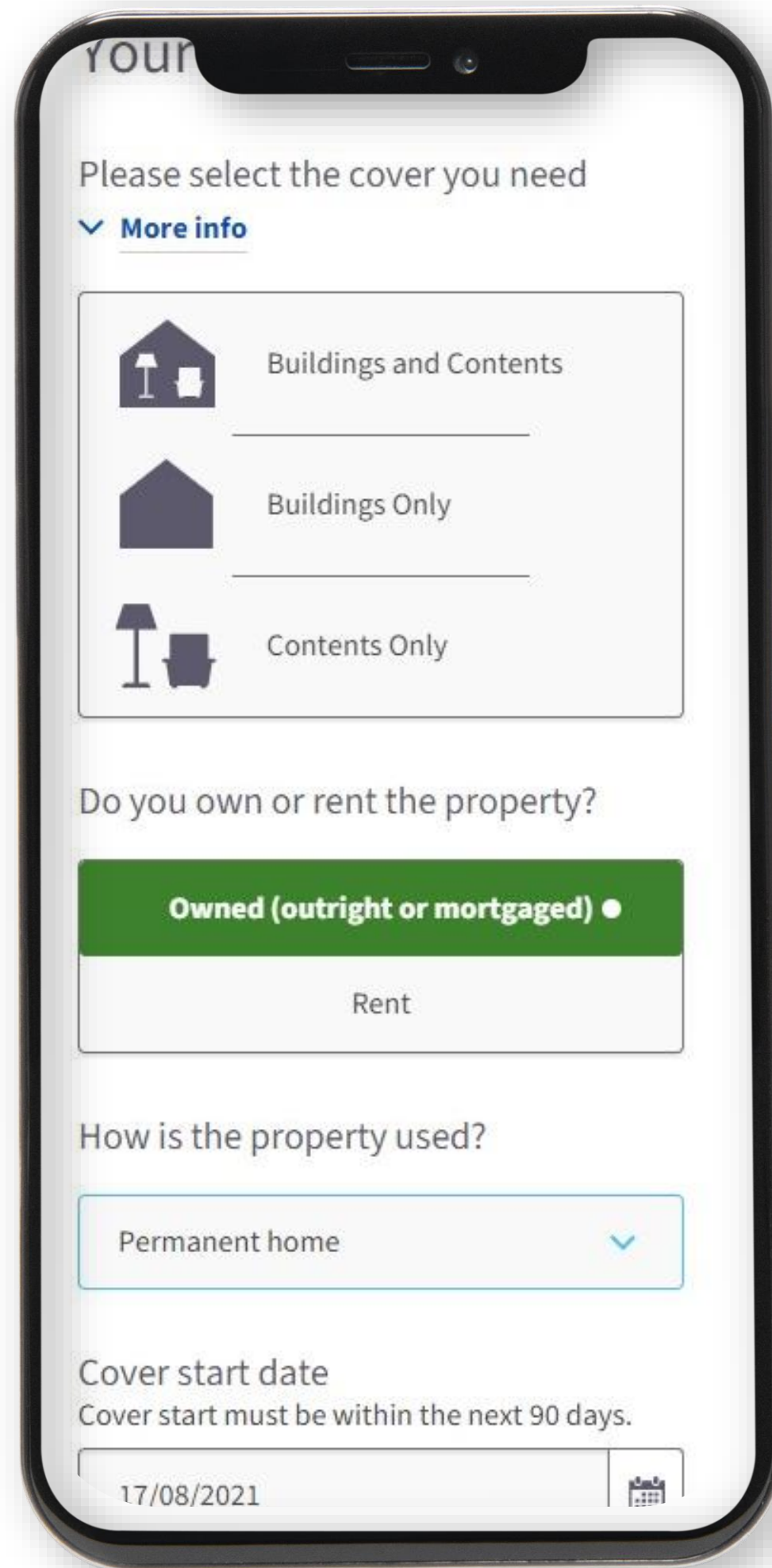
Home insurance

Award-winning¹ home insurance that suits your needs.

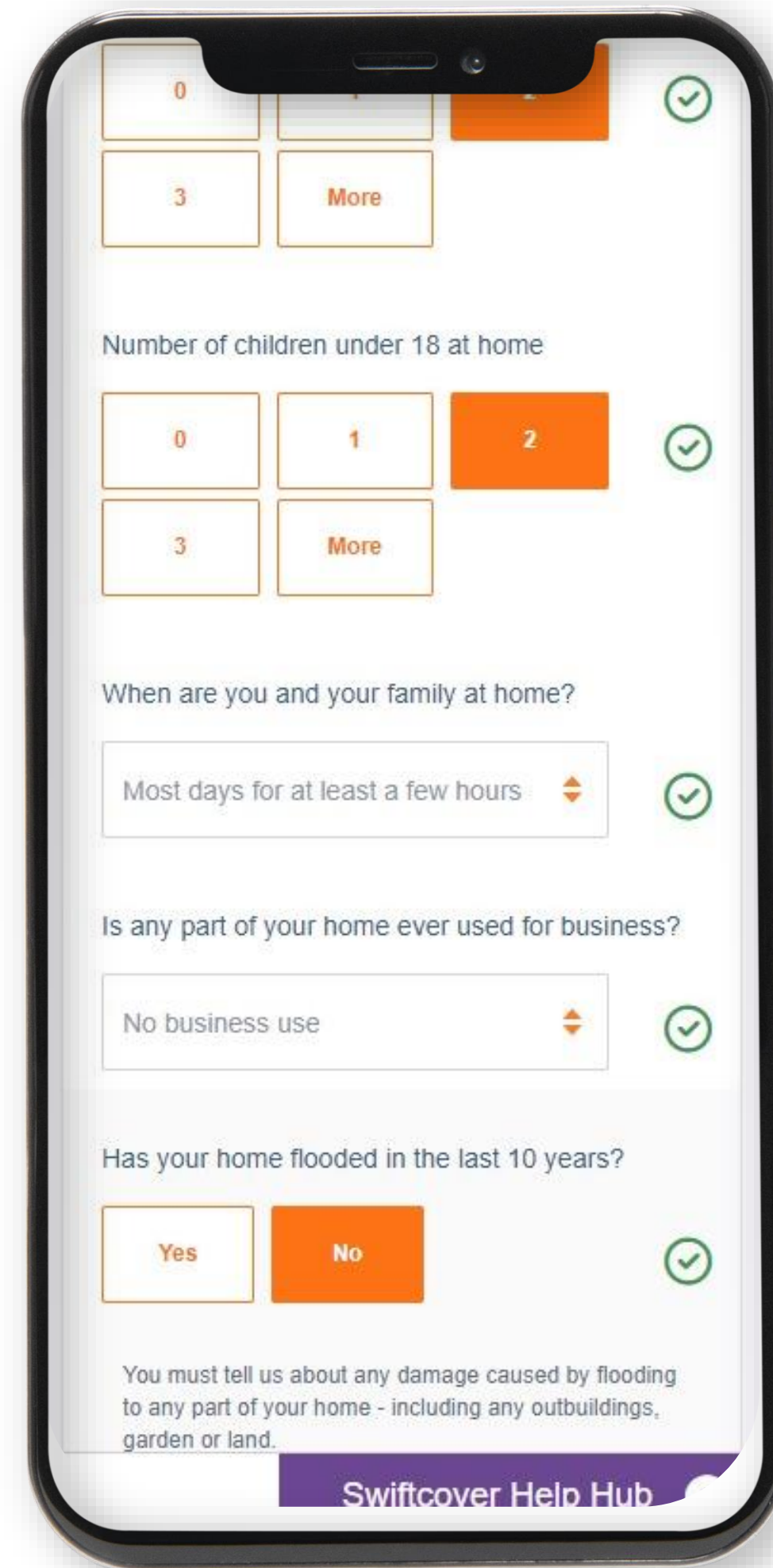
- Brand new replacements if contents are damaged or stolen²
- Up to £1,000 emergency cash advance with contents insurance³
- Repairs by our approved suppliers guaranteed⁴
- 24-hour emergency helpline for support day and night
- Cover included for major risks like flooding, fire, and burst pipes

Small screens

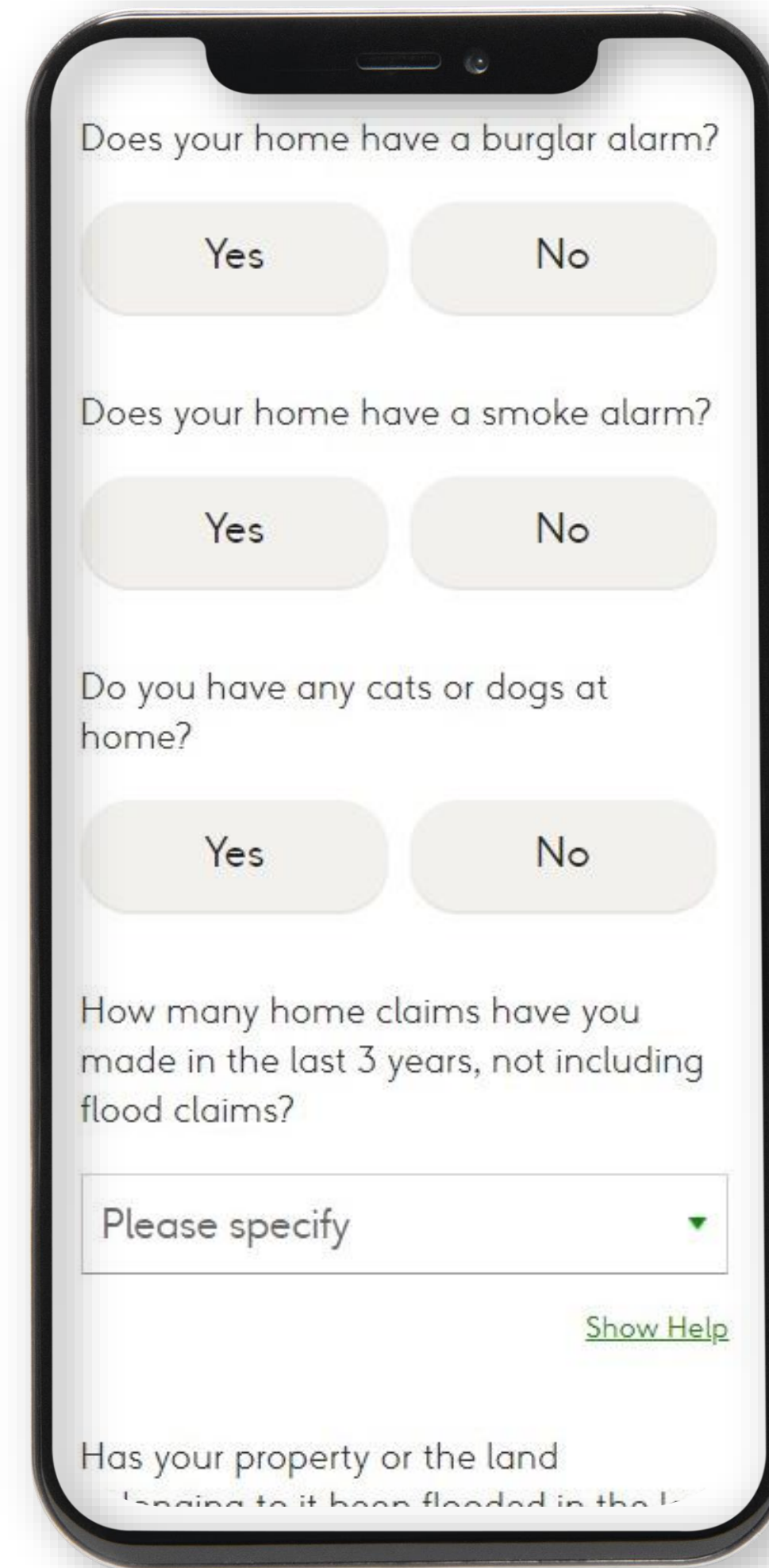
a. Mobile readability and accessibility



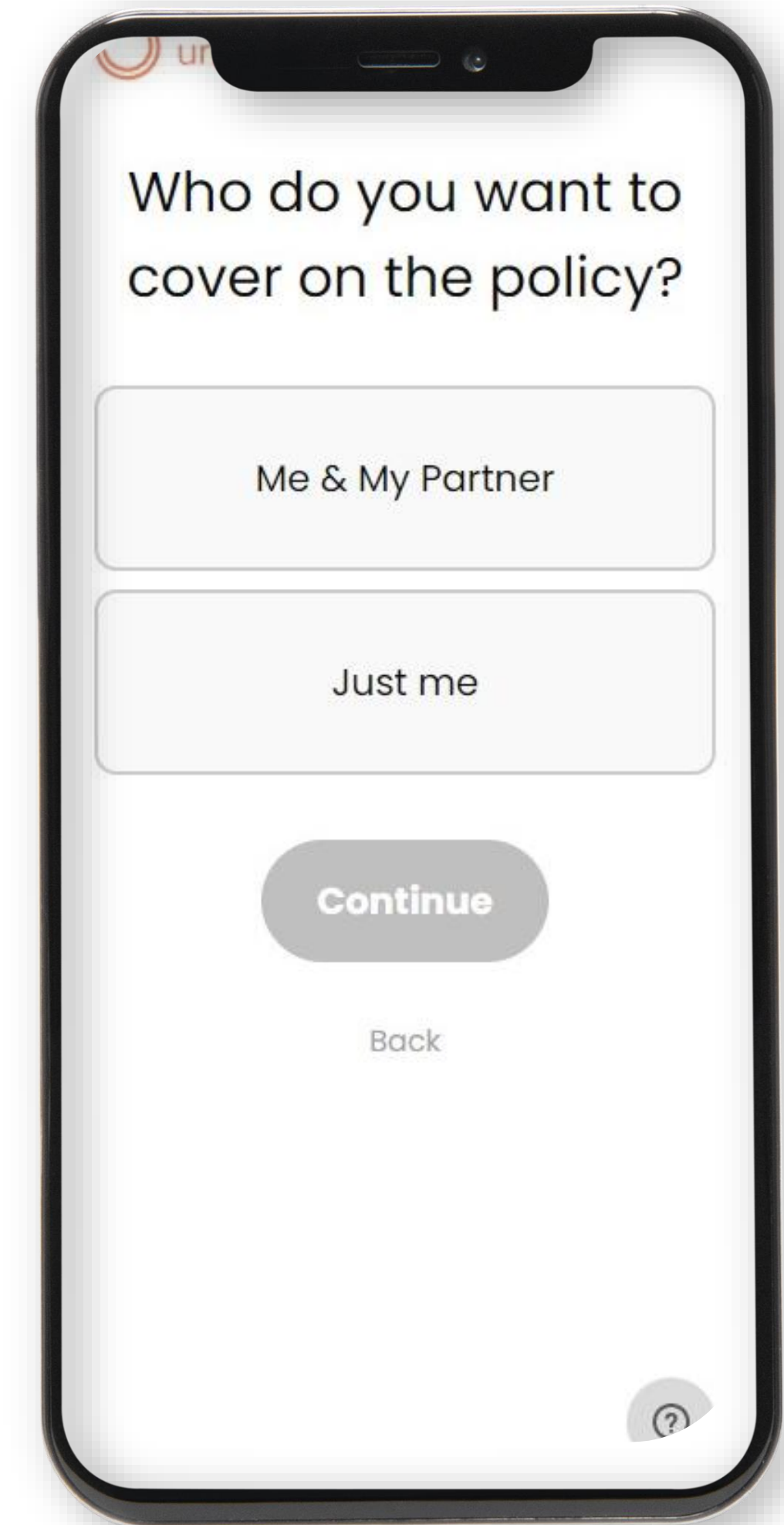
Simple icons and spacing out short text options



Big yes/no buttons

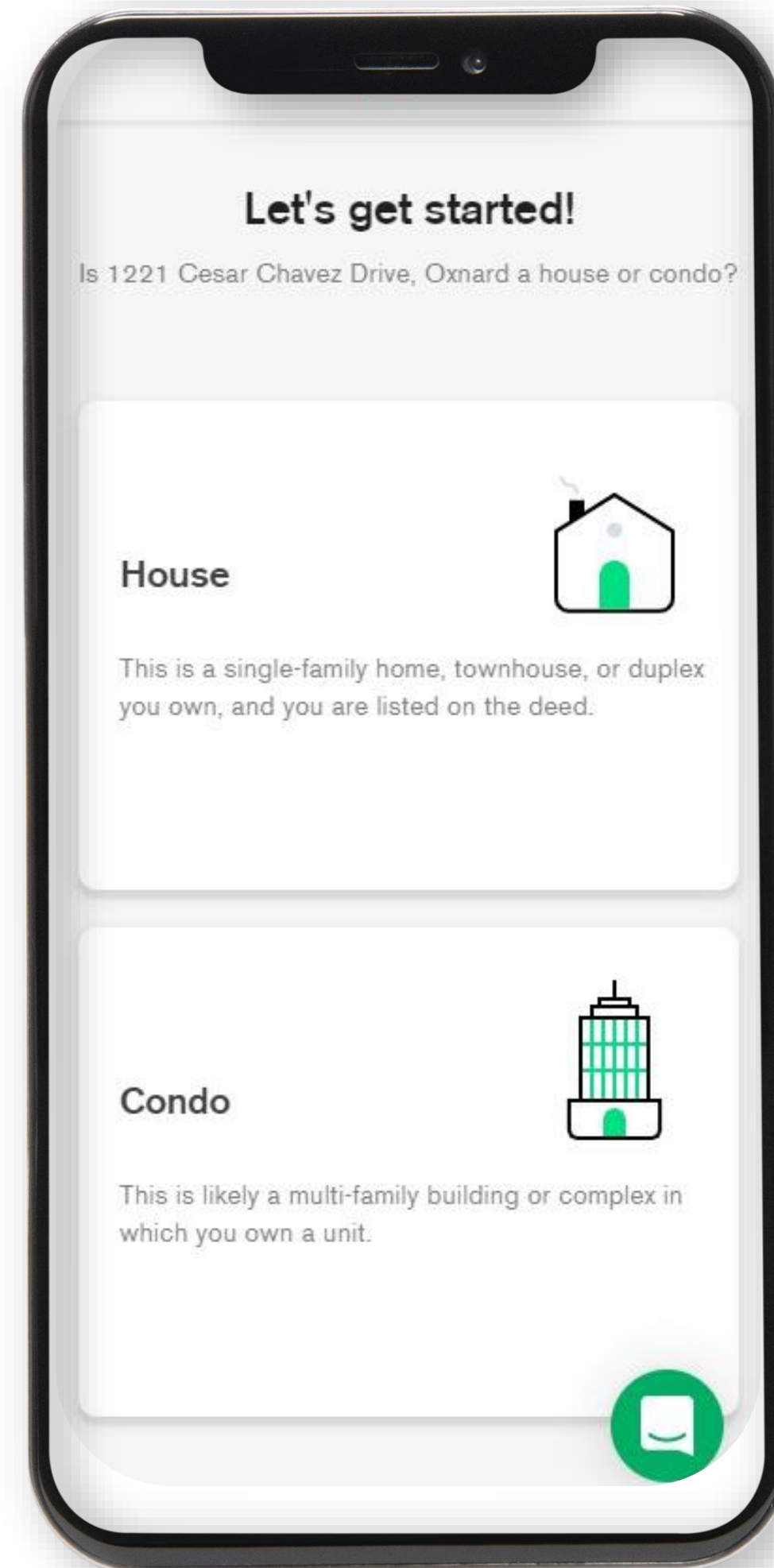


Simple boxed touch targets and progress checkmarks

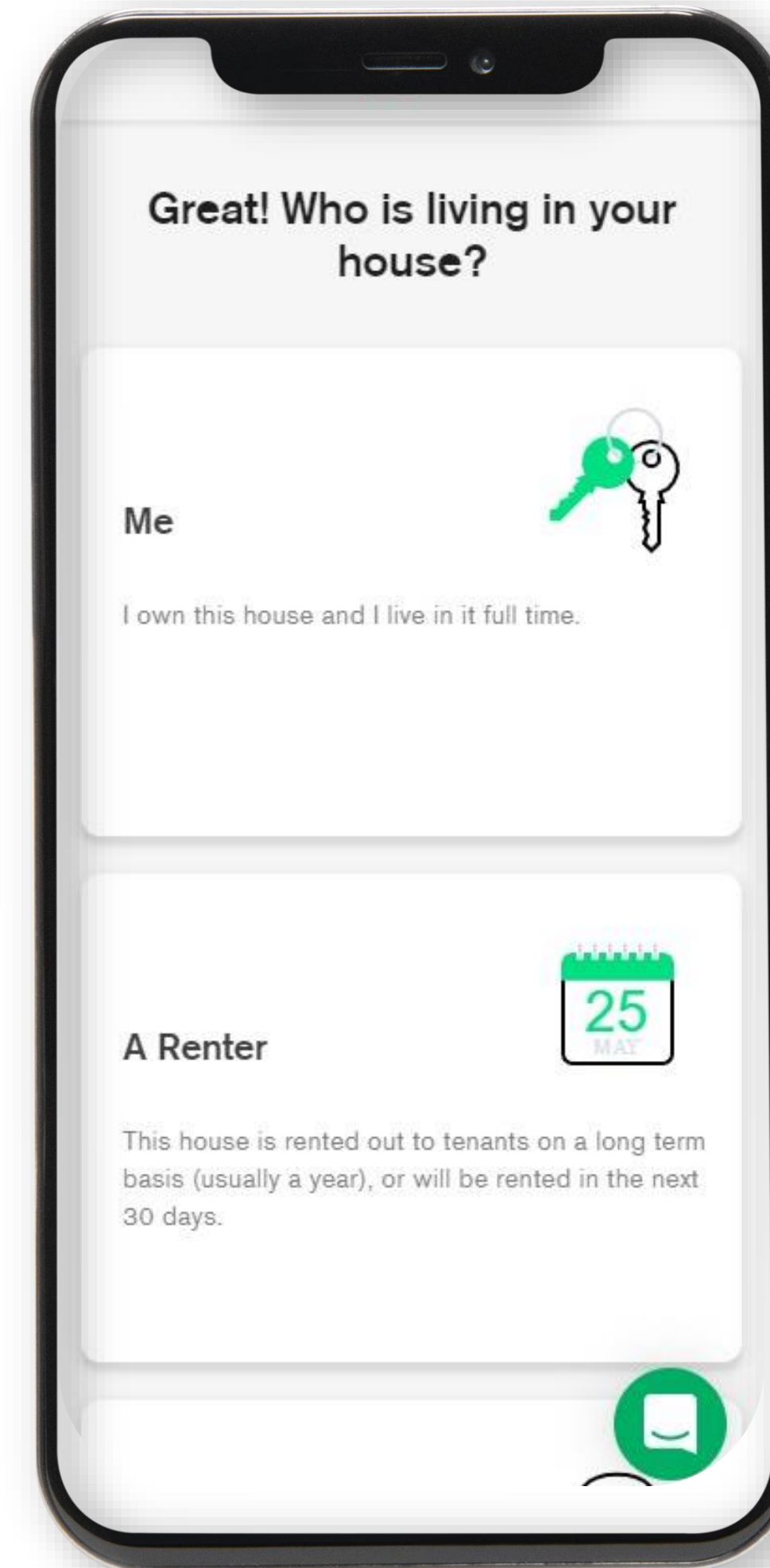


Single-question steps and dynamic wording of questions

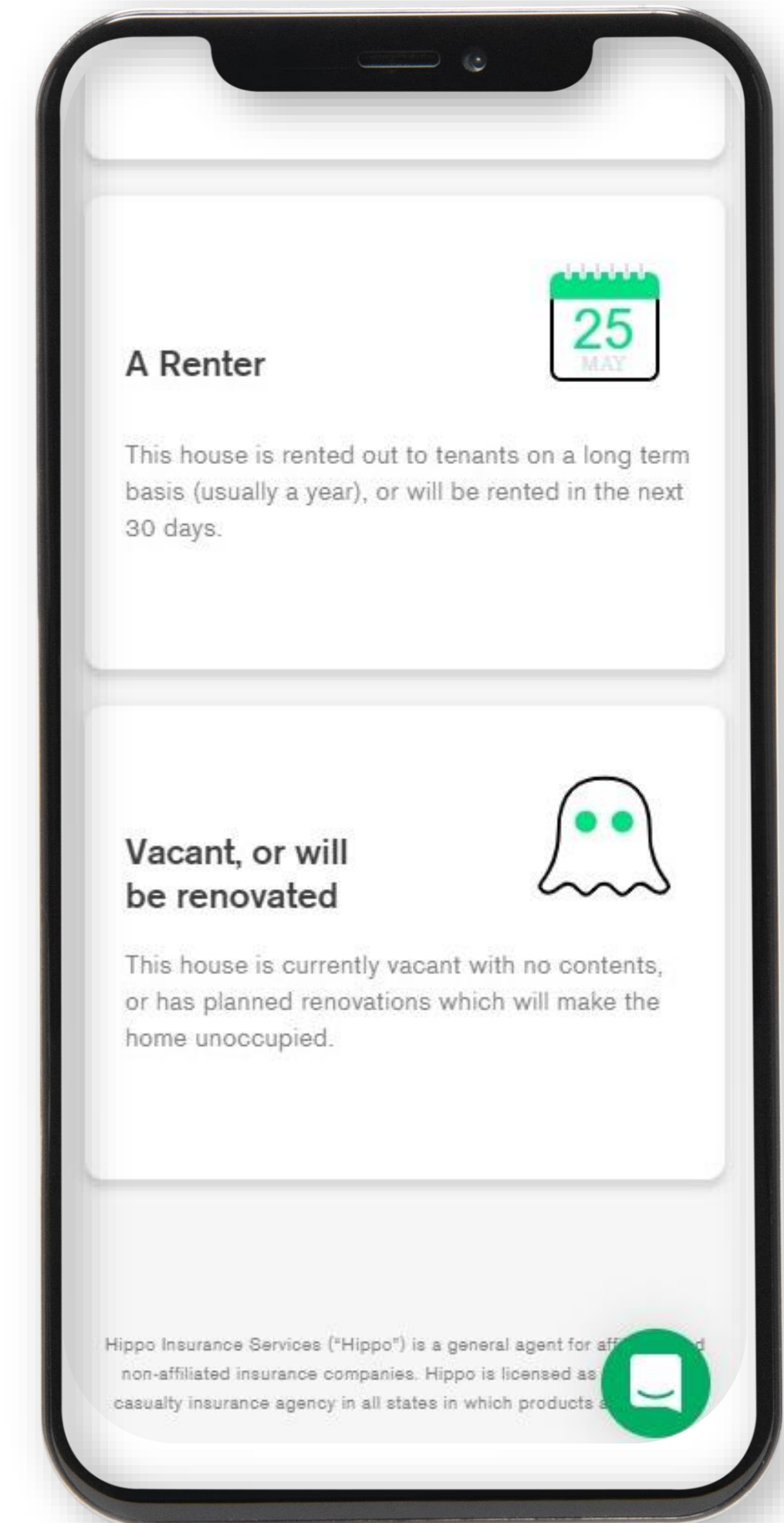
Big touch targets



“Cards” way more interesting than a radio button...



Conversational microcopy



Text size prioritization

What do I get?

b. Direct navigation and initial explanation

Cover overview

Home cover information.

Who we cover	Extra cover	Making a claim
We can only insure you if your home:		
<ul style="list-style-type: none"> Will cost up to £500,000 to rebuild Has up to £100,000 worth of contents Has a maximum of 5 adults and/or 5 children living there Hasn't previously suffered from subsidence or flooding 	<ul style="list-style-type: none"> Isn't a let property Has no more than 5 bedrooms Has a good claims history Is in Great Britain, Northern Ireland, Isle of Man or the Channel Islands 	

What extra insurance do I need?

Choose from our range of additional extras to create the cover that fits your home.

Home assistance

Got a blocked drain, burst pipe or broken boiler – but no time to fix them in an emergency?

With our home emergency helpline, we'll arrange for an authorised contractor to fix it as soon as possible. Plus, it'll cover you for up to £1,000 (£1,500 with HomeSafe) per claim for call-outs, work and parts required.

Accidental damage

Bad things happen to good people. Maybe your window's broken, you've cut through an electric cable or drilled through a pipe. Whatever's happened, our accidental damage cover offers you extra protection. And while it won't stop accidents, it'll stop them from being so expensive to fix.

It comes as standard on buildings with HomeSure – and covers your buildings and contents on HomeSafe. If you think you might need it, you can add it to HomeSmart too.

Legal expenses

Even if you win the case, legal fees can...

What's Covered?

- Fire & Smoke** ✓
- Theft & Vandalism** ✓
- Storms & Flood** ✓
- Accidental Damage** ✓
- Home Removals** ✓
- Household Leaks** ✓
- Liability** ✓
- Alternative Accommodation** ✓

<https://myurbanjun...> Help

Cute custom graphics

Wall to wall coverage, and beyond...

If your home is damaged

We'll cover the cost to reconstruct your house.

If a tree falls on your shed

We'll help cover the cost of repairing structures on your property like sheds and garages.

If your home is unlivable

We'll cover expenses until you get back on your feet.

If your stuff gets stolen

We'll help cover the costs to replace it - yes, even if it happens away from home.

If you're sued for liability

You'll need a lawyer to defend you, so we'll help cover those costs.

If a visitor gets injured

You could get stuck covering the costs of their medical bills - we'll help cover those costs.

"What if" presentation of cover

5 Stars

c. Trust and suitability indicators

Review stars

MORE TH>N
Car Home Pet Landlord More Contact us Existing customers

We sell a policy every two minutes ^ Great Trustpilot Protecting customers with insurance since 2001

Updates: Coronavirus help and support and changes to our business products.

Moneyfacts®

Home Insurance
2017 - 2021

We get top marks
We put you at the heart of everything we do and for 5 years, we've been awarded a Moneyfacts 5 Star rated insurer for our

<https://www.morethan.com/home-insurance>
Home Insurance Quotes | 5 Star Moneyfacts Rated - More Than
What's included with our **MORE THAN home insurance** - Buildings and contents cover · 24/7 legal advice helpline · Replace your old items with new · Up to £200 home ...
★★★★★ Rating: 4.2 - 12,065 votes
Contents insurance · Buildings insurance · Read more FAQ's · Make a claim

Star ratings for SEM

Don't just take our word for it...
We're rated excellent on Trustpilot from over 2000+ reviews.

Lizzie Jenkins
"Really quick and easy to set up, very happy. As I live in a shared house, it's very difficult to get contents insurance for just myself, but this made it simple!"

Tim
"So far had a really good experience with Urban Jungle. Taking insurance out was super easy, and having recently just made a claim - the process was pleasant and painless!"

Lesley Graham
"Had a query, contacted support and had an answer within an hour. It was very easy to set up. I like that it's a rolling monthly contract which is less painful to pay upfront!"

[Read more reviews](#)

Don't just take our word for it...
4.8/5 rating on

[Read reviews](#)

Crowd reviews > Industry authority

Brent
goforbrent
@Lemonade_Inc was the simplest and easiest insurance I've ever purchased, "old" insurance companies need to step into the current century!!! 🍌🍌🍌

Ranked #1 in America, second year in a row!
Lemonade was voted the most loved insurance in America by Supermoney, Forbes, Clearurance, JD Power, and others.

JO87_
App Store
Their AI technology is 5 stars. I was able to get home insurance at a better rate with the same coverage as my previous insurance. They made it easy to integrate their insurance with my current mortgage lender. All this in less than 20 mins.

Michael Wieder
@mwieder
@Lemonade_Inc should win every award out there. Just got my homeowners insurance in < 5min. Easiest part of buying a new home by far.

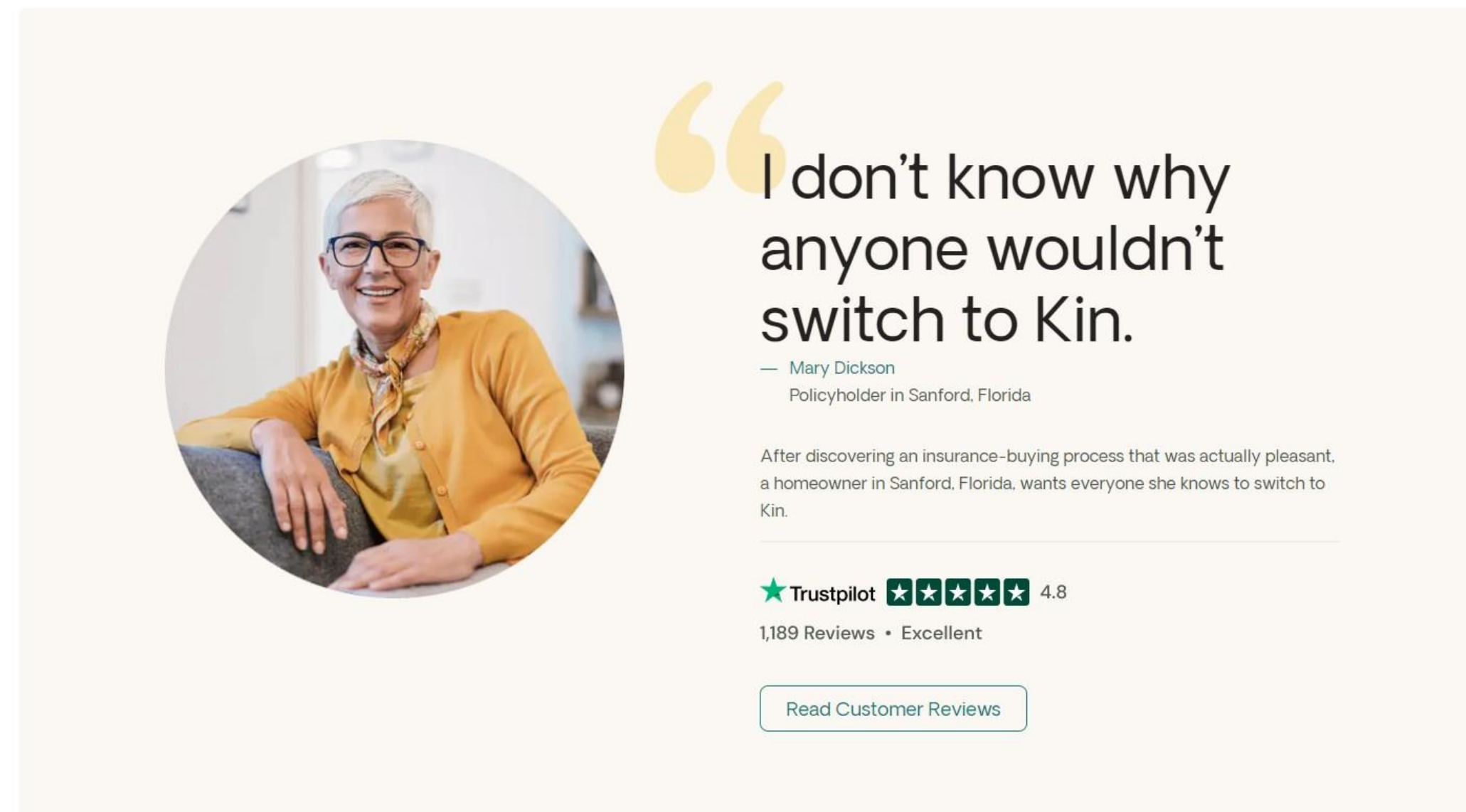
Saurabh Mittal
Google Play
The whole Lemonade team handled my house claim with a great sense of urgency, keeping me informed at every step from filing a claim, assessing the damages and the final payment. I strongly recommend Lemonade for Homeowners Insurance.

Mattan Griffel
@mattgriffel
Serious props to @Lemonade_Inc. Our advocate was so nice and easy to work with, and we got our claim resolved in only a few days. So much stress saved.

Dda
App
40% cheaper
3 mins to get
emailing back
insurance for
everything is

Rating and people

Testimonials

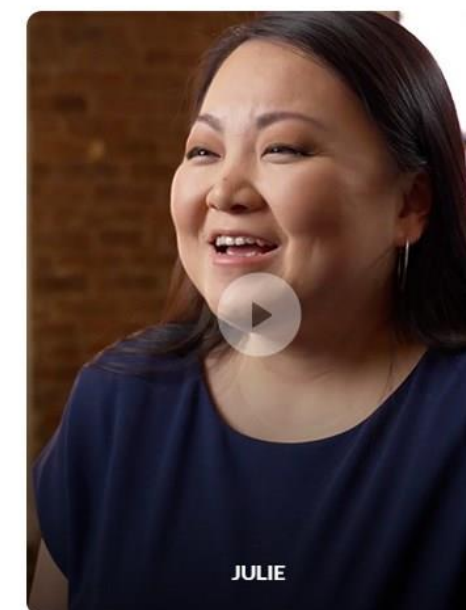


A testimonial card for Kin insurance. On the left is a circular portrait of Mary Dickson, a woman with short grey hair and glasses, wearing a yellow cardigan. To the right of the portrait is a large quote: "I don't know why anyone wouldn't switch to Kin." Below the quote, it says "— Mary Dickson, Policyholder in Sanford, Florida". A short paragraph follows: "After discovering an insurance-buying process that was actually pleasant, a homeowner in Sanford, Florida, wants everyone she knows to switch to Kin." Below this is a Trustpilot rating of 4.8 stars from 1,189 reviews, labeled "Excellent". At the bottom is a button that says "Read Customer Reviews".

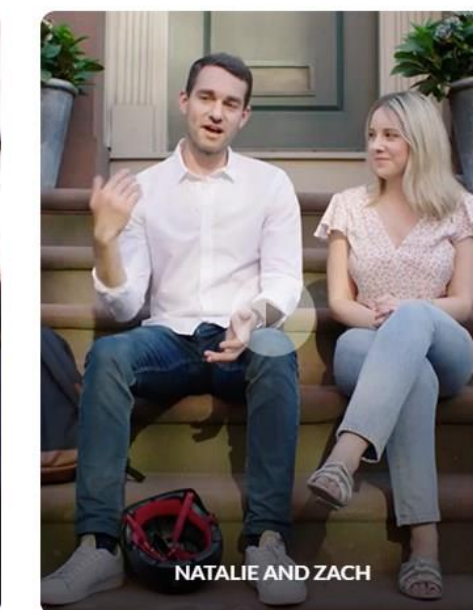
Combining reviews with testimonials

Home insurance people actually like

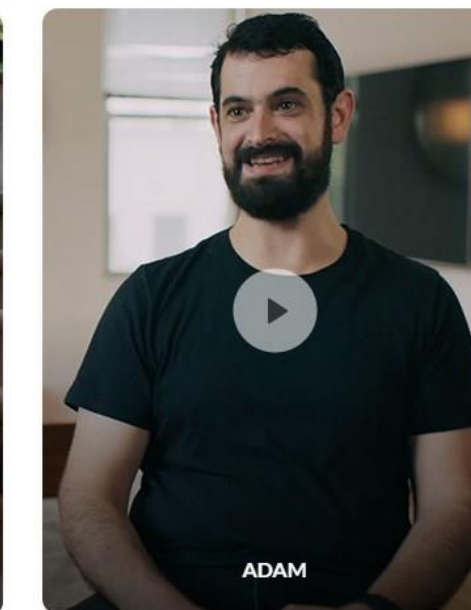
96% of our customers have had a positive claims experience with Lemonade. Here are some of their stories.



“ A water claim that wasn't left high and dry



“ Switched from renting to owning overnight



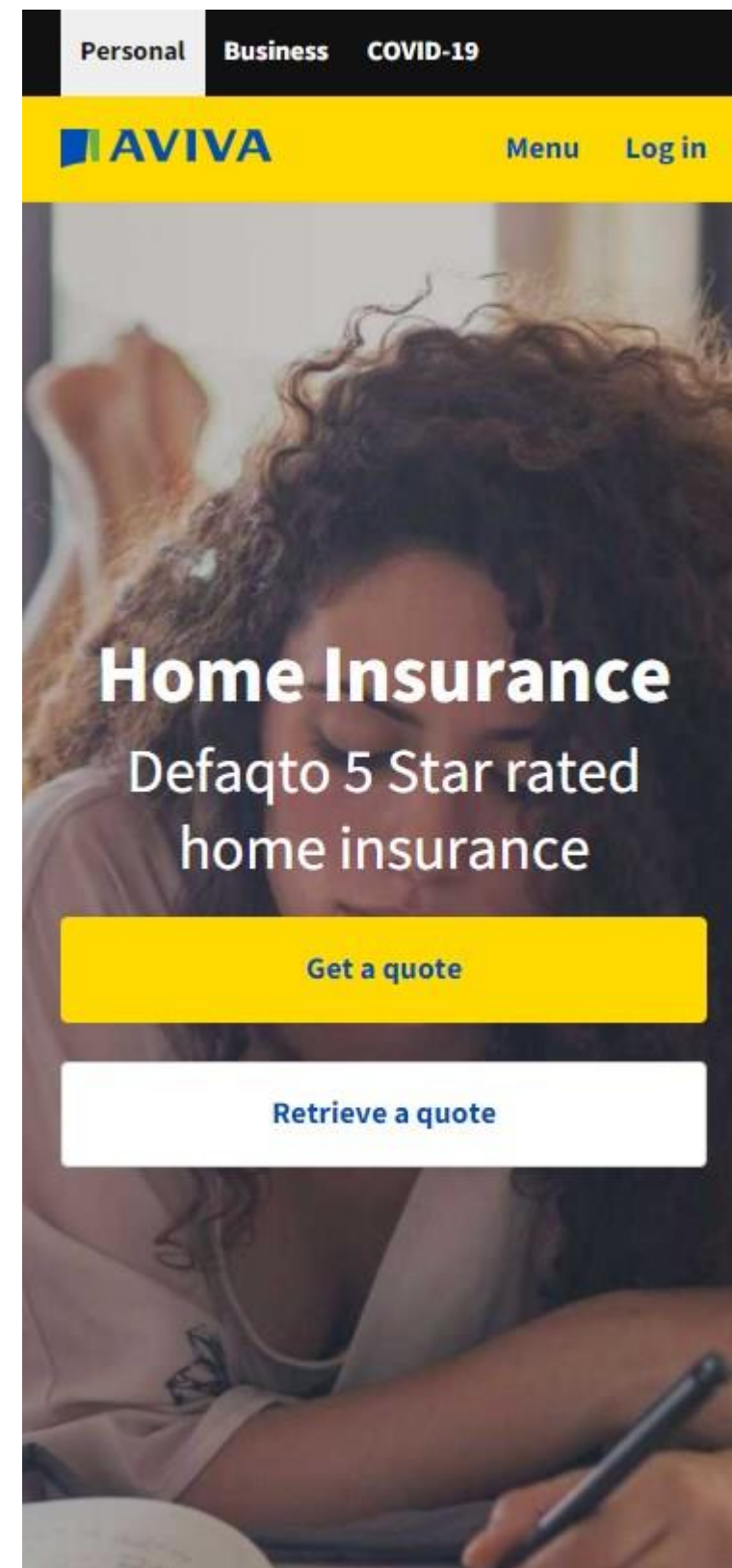
“ Replaced missing items without missing a beat

Video interviews

CTA

d. Call to action / to proceed

“Get a quote”





Ready to get cover?

Our Home Insurance includes Buildings and Contents Insurance together, but we offer them separately too. If you only need Buildings or Contents cover, simply select this option when you get your quote.

[Get a quote](#) [Retrieve a quote](#)

Aviva Home Insurance protects your home inside and out – covering your building and belongings. With prices starting from £122, that's all 10% of customers paid (excludes optional extras) ¹.


Buildings Insurance
We'll cover the cost of repairing damage to the structure of your property caused by water damage, fire and more


Contents Insurance
Cover if you're burgled or something's damaged in a fire, with no limit to the overall amount we'll cover your contents

[Get a quote](#)

AVIVA

Home Insurance **Step 1 of 5**

**Stay online to save up to 20%.
Get a quote in minutes.¹**

¹28% of customers received at least a 20% discount (Nov 20). Discount depends on individual circumstances. Minimum premium applies.

Your details

Already have a quote? [Retrieve it here](#)

Find out how we use your data [here](#)

Title

Mr

Mrs

Miss

Encouraging user to complete online.

CTA variations

Finally, fair home insurance. Get covered in a flash on a monthly rolling plan created to your needs, with no hidden fees. Ever.

Get started

Our policies

Help

Testing...

Get covered today

Pain-free and easy, it's insurance the way it should be.

Get covered

"start saving"

Start Saving on Your Home Insurance

Enter your address **Get a Quote**

kin.
For Every New Normal™

Refer a Friend
855-717-0022
support@kin.com

Careers
Contact Us
FAQ
Investor Relations

©2016-2021 Kin Insurance Technology Hub, LLC. Terms of Service Privacy Policy California Privacy Policy Accessibility Licenses

"prices"



Lemonade PRICES

Homeowners Insurance

Homeowners Insurance

Policy

How do you calculate the cost of a Lemonade Homeowners policy?

Homeowner premiums are calculated individually for each policyholder and are based on a number of different factors, including the value, condition, and construction quality of your home, as well as your insurance history, previous claims and more. Here are things that could affect your homeowners price:

- The more coverage you add the higher the premium gets
- The higher deductible you choose the lower the price will get

Conversational microcopy

I'll get you an awesome price in minutes. Ready to go?

FIRST NAME
Test

LAST NAME
Testie

LET'S DO THIS

Great to meet you Test! What's your home address?

STREET ADDRESS, CITY, STATE

APT/UNIT #

NEXT

How would you describe your home's exterior & interior?

This helps us estimate your reconstruction costs in case of damage.

STANDARD

HIGH

SUPERB

Flooring is mostly carpet or sheet vinyl. Kitchen cabinets are builder's grade while countertops are laminate or tile. Exterior is vinyl or metal with minimal detailing.

NEXT

Did your home undergo any substantial renovation? If so, when?

Never

By renovation, I mean a complete upgrade of your home's plumbing, heating and electrical systems which was inspected and approved by local building inspectors.

NEXT

Let's make sure we got everything right...

FOUNDATION
Basement Finished

FRAME
Wood

ROOF
Architectural Shingles

SIDING
Metal Siding

SLOPE
None (0 - 15 degrees)

STORIES
1 Story

GARAGE
2 Car

SQUARE FEET
1,971

YEAR BUILT
2003

LOOKS GOOD

Make Changes

hippo

Speak to a licensed agent
1-877-838-8866

Alright, now let's see if you qualify for any discounts.

Choose all that apply.

Early Bird
Starting your policy in 8 days or more can save you money. You can edit effective date before purchasing.

Recent home purchase
You're buying a new home, or have owned your home for less than a year.

No mortgage
There is no existing mortgage on the property and you are not presently seeking one.

Homeowner's association
You're a member of a homeowner's association.

Continue

We need your contact details

Title

<input type="text" value="Mr"/>	<input type="text" value="Mrs"/>
<input type="text" value="Miss"/>	<input type="text" value="Ms"/>
<input type="text" value="Mx"/>	<input type="text" value="Dr"/>
<input type="text" value="Reverend"/>	<input type="text" value="Professor"/>
<input type="text" value="Other"/>	



First name



Kate Ghiloni • 3rd+

UX Copy | Marketing Microcopy | Content Creator | Editor
Portland, Maine Metropolitan Area

Current: Writer: UX Writer | Marketing **Microcopy** | Website Content | Content Strategy at Self-Employed

Message



Mohamed Imbaby • 3rd+

Creative content manager seo and media planner/ Content Strategy/ microcopy UX writing / Seo...
Cairo

Current: Creative Writer seo and content director /Head of **microcopy** and UXwriting at Digital Conversions...

Provides services - Content Marketing, Email Marketing, Blogging, Content Strategy, Copywriting, Editing, User Experience Writing, Search Engine Optimization (SEO)

Follow



LinkedIn Member

포항공과대학교 confocal & two photon microcopy operator
South Korea

Current: confocal & two photon **microcopy** operator at 포항공과대학교



sagi cohen שגיא כהן • 3rd+

תוכן, קופירייטינג ומיקרו-קופי
Israel

Current: **microcopy** at sagiz

Message



Sharon Hadass • 3rd+

Microcopy (UX writer) | Voice & Tone designer | Content Manager | Marketing writer
Israel

Current: **Microcopy** (UX writer) | Voice & Tone designer | Content Manager | Marketing writer at Sharon Hadass...

Message



Alice Morrone • 2nd

Conversion marketing, Service Design e CX PRO | Autrice di #UX Writer - Scrivere microcopy che ...
Milan

Current: Autrice di #UX writer - scrivere **microcopy** che convertano at FrancoAngeli

Provides services - UX Research, Copywriting, Digital Marketing, Content Strategy, Content Marketing, Marketing Consulting, Management Consulting, Business Consulting, Interaction Design

Follow



Gaia Finer • 3rd+

Content & Copy Specialist
Tel Aviv, Israel

Current: UX & **Microcopy** Writing at Freelance

Provides services - Content Marketing, Content Strategy, User Experience Writing, Copywriting, Product Marketing

Follow



lihi avni-cohen • 3rd+

Content Writing • UX Writer (Microcopy) • Voice & Tone Designer
Israel

Current: Content Writing • UX Writer (**Microcopy**) • Voice & Tone Designer at Self-employed

Message



Sarah Sabner • 2nd

Senior UX Writer at Pearson
London

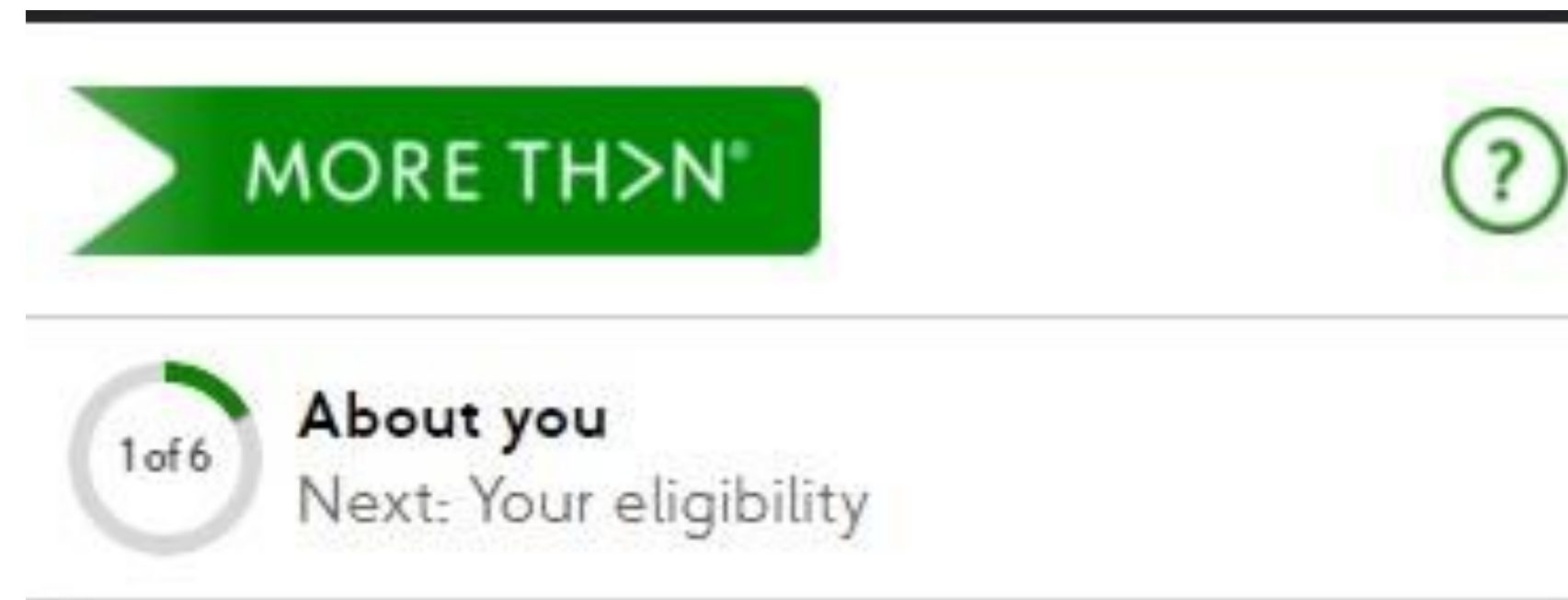
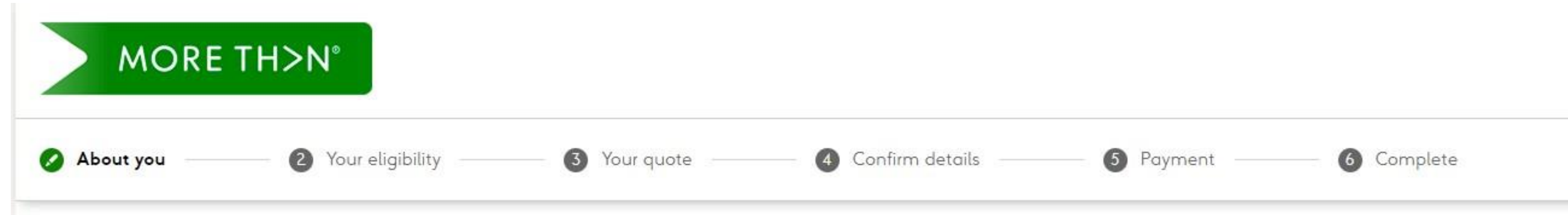
Current: Digital Content Specialist | **Microcopy** UX Writer | Creative at Sarah Ann Creative Ltd

Follow

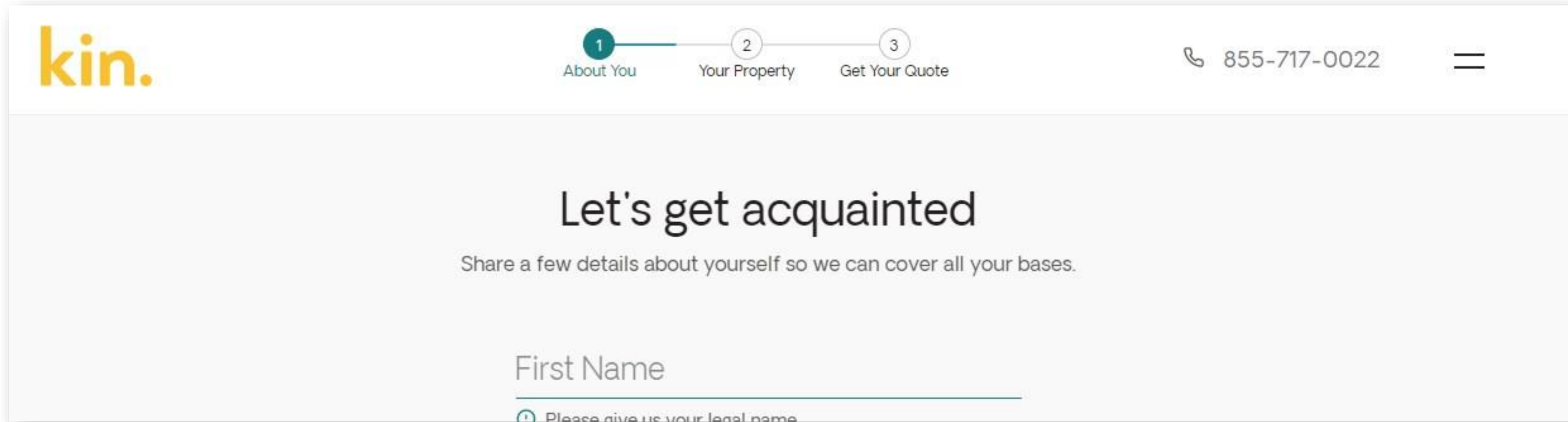
Steps

e. Signposted application process / progress

Numbered steps



Numbered steps



1-2-3

Easy as 1, 2, 3

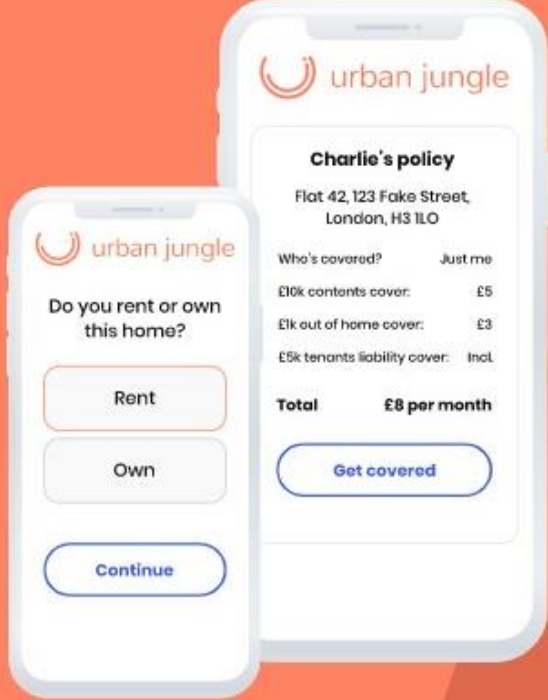
- 1 A few details**

Just a few quick and easy questions is all we need. Nothing tricky, we promise, we won't ask how flat your roof is!
- 2 Tweak your package**

Design a policy to suit you. Add the coverage you need, take off what you don't. Easy.
- 3 Relax. You're covered**

Need to make a change? No problem. Edit or cancel online for free, 24/7.

[Get a quote now](#)



INTRODUCING "10 SECOND CLAIMS"

No paper forms, no silly questions, just three very simple steps.

1 Tell us what you're claiming for

£ I have a vet bill to claim for...

☹ My dog has caused an accident, damaged property or injured a person...

🔍 My pet has been stolen or gone missing...

2 Tell us the vet that treated your pet



MY REGISTERED VET

Medivet

123 Highstreet, London, SE10 123



3 Tell us where to pay



MY REGISTERED BANK

Monzo

We'll pay into this account



Clear

f. Clarity of questionnaires / forms

Dealing with a lot of text

How we use your information

We (Aviva), and our third parties, collect and use information...

▼ Show more

- ▼ We'll carry out searches with credit reference agencies
- ▼ We use automated processes to make decisions
- ▼ You have rights about your information

Keeping you informed

We would like to send you promotions, offers, news and discounts relating to our insurance, investments and other products from within the Aviva group which we believe may be of interest to you.

4 More

Build date

1970 - 1979

Are the walls built of brick, stone or concrete?

Yes No

Wall materials

What if the walls are a combination of brick, stone and concrete?
If most of the external walls are made of one or more of these materials, please answer Yes.

What if some walls are made of something else?
Only answer No if most of the external walls are made of anything other than brick, stone or concrete.

What if I have a surface cladding on my external walls - like wood or tiles?
Please answer based on what's underneath.

Swiftcover Help Hub

Hey! I'm Maya.
Do you already have a Lemonade account?

YES

NOPE

NEXT

Are you closing on a new home or just thinking of switching insurers?

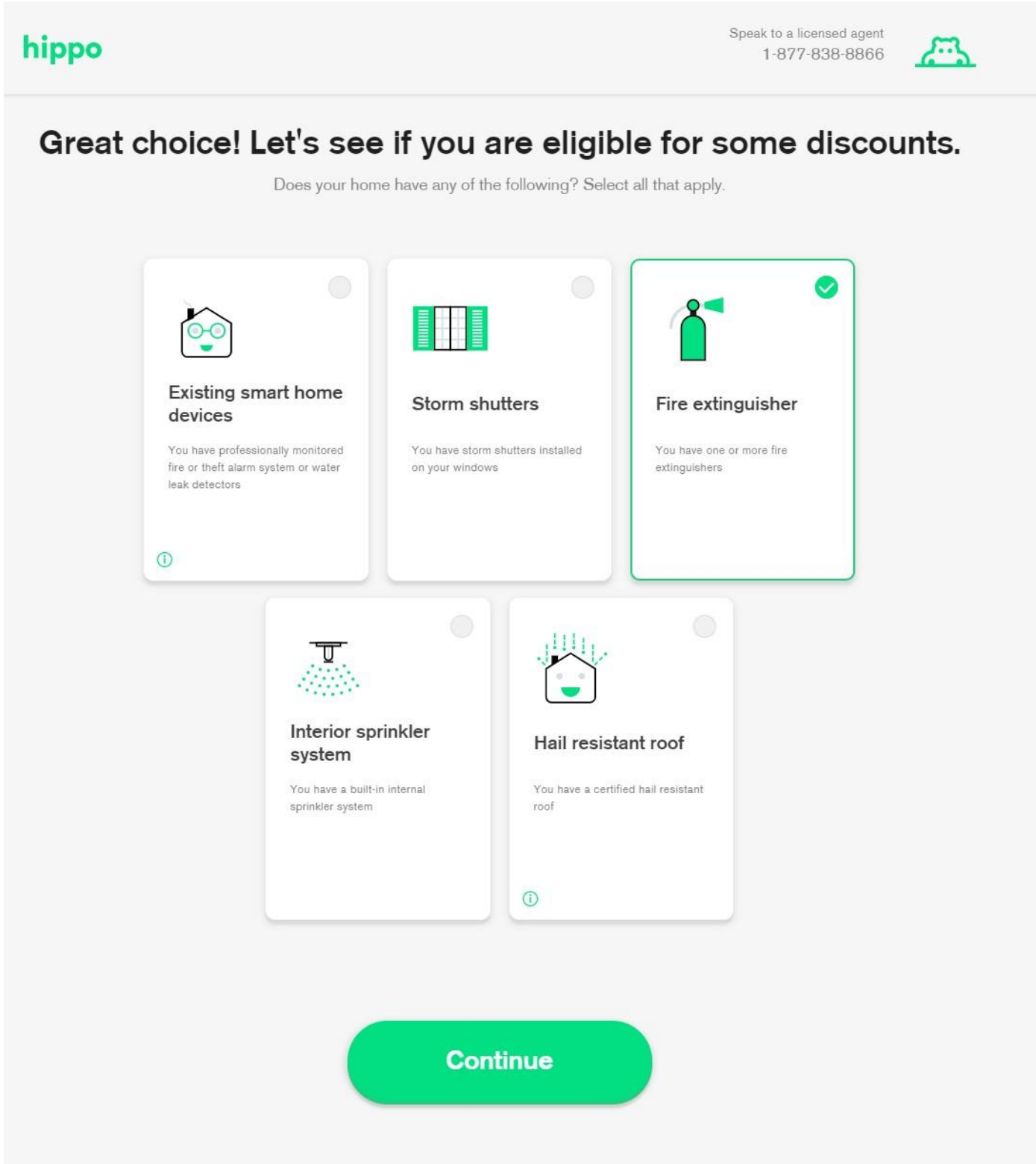
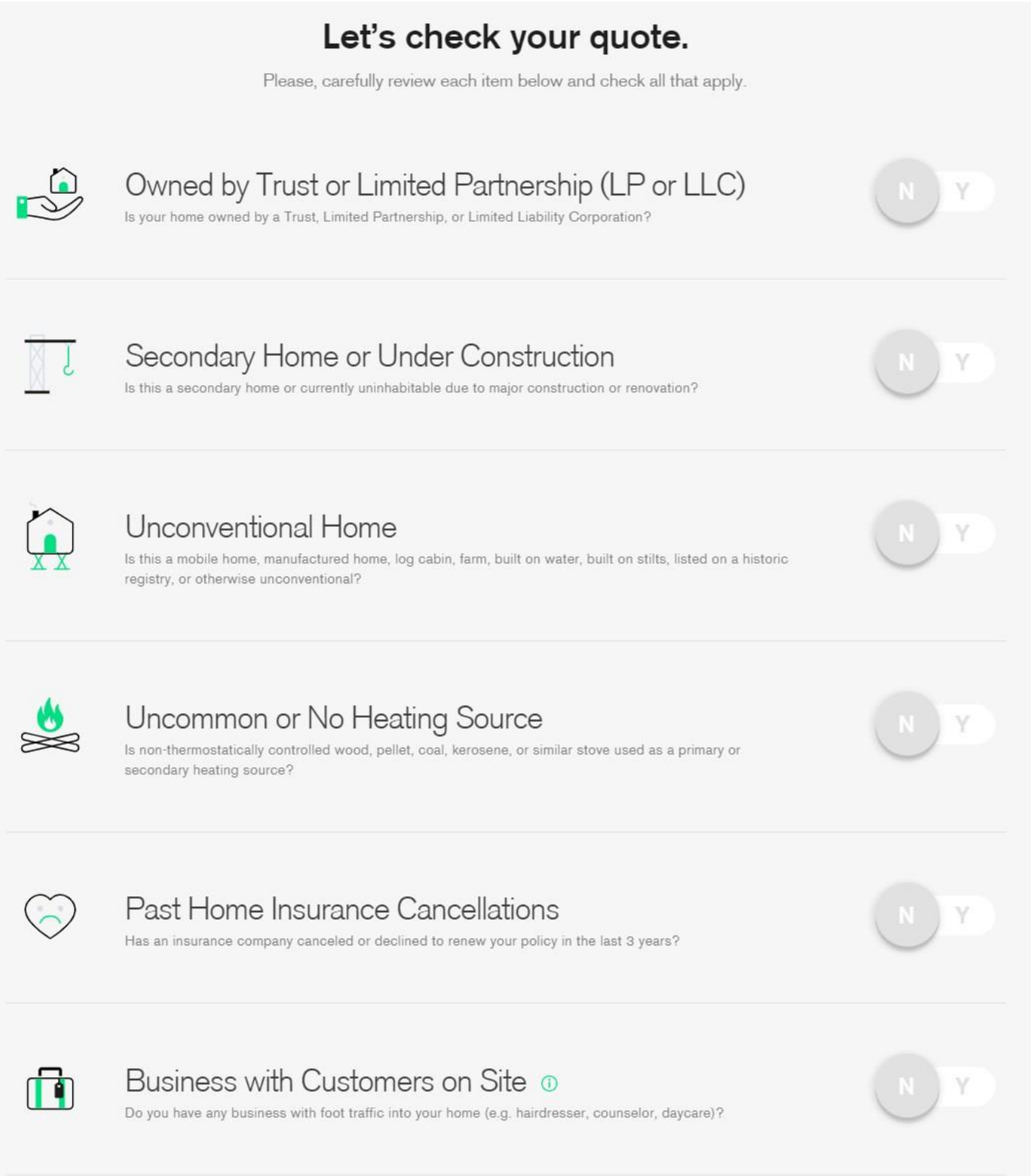
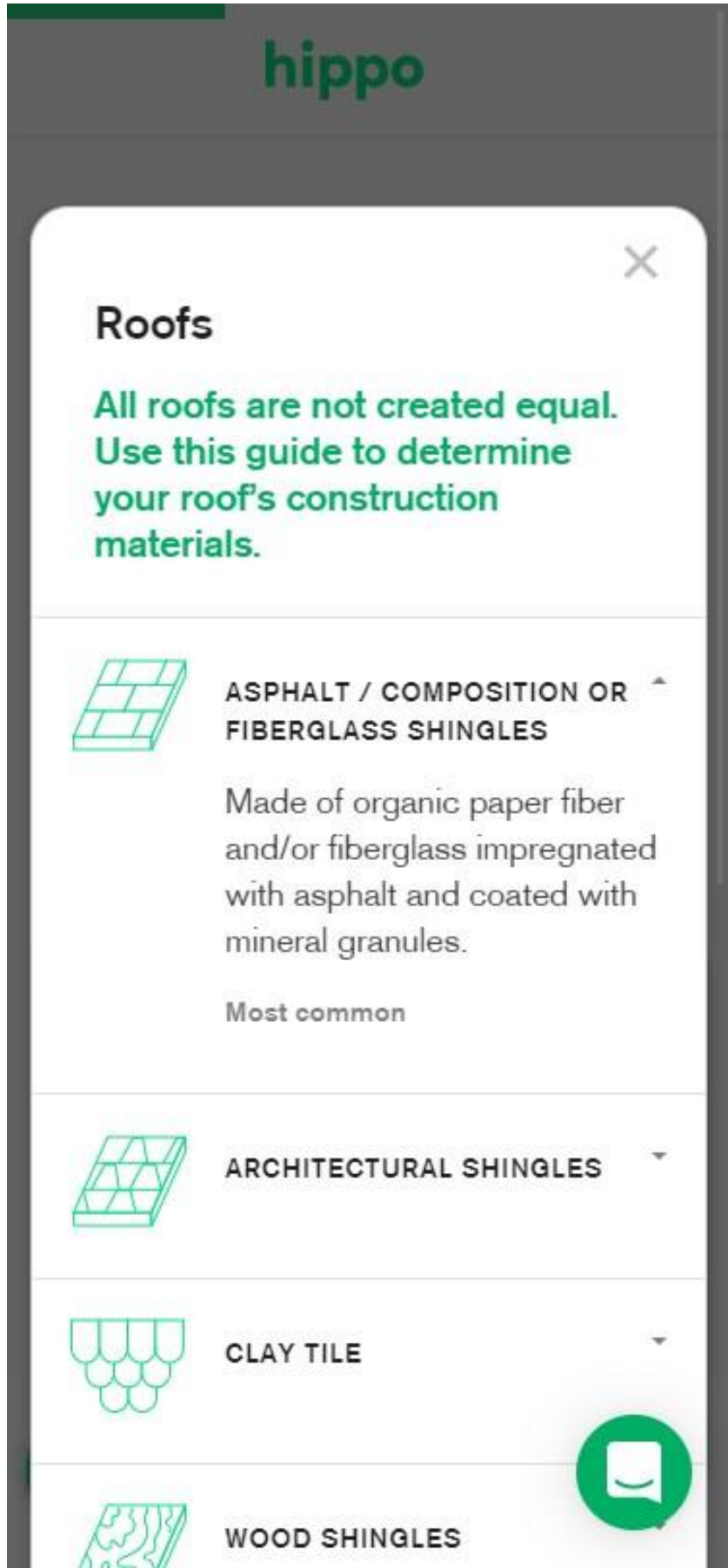
CLOSING ON A NEW HOME

THINKING OF SWITCHING

OTHER

NEXT

Graphics to aid explanation



Pictures matter a LOT

MORE TH>N® Menu

Great Trustpilot

Updates: Coronavirus help and support and changes to our business products.

Hello. How can we help you with your insurance?



Home insurance

Start a quote >

Find out more

Pet insurance

Start a quote >

Find out more

Prices

g. Preview of product and quick quote

Price options

hippo Speak to a licensed agent 1-877-838-8888

Look at all these choices
You can always modify your plan later

THE ESSENTIALS 35% choose this	OUR BEST VALUE 50% choose this	EXPANDED PROTECTION 15% choose this
\$56 /mo	\$79 /mo	\$115 /mo
Select	Select	Select
\$330,000 + 25% ERC	\$330,000 + 25% EXTENDED REPLACEMENT COSTS	\$330,000 + 25% ERC
\$100,000	\$300,000	\$500,000
\$165,000 ACTUAL CASH VALUE	\$165,000 REPLACEMENT COST	\$248,000 REPLACEMENT COST
\$2,500 GENERAL	\$1,000 GENERAL	\$1,000 GENERAL
	SEE DETAILS	

LEARN MORE

This quote is not a contract or binder of insurance and premium amounts may be subject to change.

hippo

Look at all these options

\$56 **\$79** Monthly \$115

OUR BEST VALUE
50% choose this

- COVERAGE FOR HOME**
\$330,000
+ 25% ERC
- LIABILITY**
\$300,000
- PERSONAL PROPERTY**
\$165,000
REPLACEMENT COST
- DEDUCTIBLE**
\$1,000
GENERAL

Chat icon

Ecommerce / subscription language



A final few questions

These questions are very important and if answered incorrectly could invalidate your cover.

No Bankruptcy or CCJs
Nobody that will be insured on the policy has ever been declared bankrupt, served with any County Court Judgements (CCJs), Individual Voluntary Arrangement (IVAs) or arrangements with creditors.

< False True >

No Claims in Past 5 Years
Nobody that will be insured on the policy has made any insurance claims of the type that may be covered under this policy in the last 5 years.

< False True >

No Convictions
Nobody that will be insured on the policy has any unspent criminal convictions (other than speeding fines).

< False True >

No Insurance Declines
Nobody that will be insured on the policy has ever been declined or refused insurance or had a policy cancelled or voided by any insurer.

< False True >

No Building Work (upcoming or ongoing)
The home that will be insured on the policy is not currently undergoing building work, and none is planned during the period of insurance.

< False True >

A final few questions

These questions are very important and if answered incorrectly could invalidate your cover.

No Bankruptcy or CCJs ✓

No Claims in Past 5 Years ✓

No Convictions ✓

No Insurance Declines ✓

No Building Work (upcoming or ongoing) ✓

Go to checkout

Back



Your Details

Email Address
test@testie.com

Create Password
Password

First Name John **Last Name** Smith

Date of Birth DD MM YYYY **Phone Number** 07712345678

Policy Start Date
Today Tomorrow
DD MM YYYY

I have a voucher code

Housemate Details

We need these details to ensure your housemates are named on the policy document.

Housemate: Spouse

First Name Last Name

Your Policy

- Who's covered: Me + 1
- £20,000 home contents cover
- £1,000 out of home cover
- Accidental damage
- £1,000 home emergency cover
- £1,500 gardening cover
- £0 excess

Total: £26.26 per month

Edit my plan

Contract & Payment

Choose the contract length that works for you. Our rolling monthly contract means you'll pay a little each month, or with our annual contract you pay for a whole year upfront.

Whichever you choose, you'll be able to update your details, add or remove cover, or cancel your contract at any time online for free.

Monthly contract
£26.26/month

Flexible annual contract
£315.12/year

Continue to payment

Back

Paradox of choice

SELF MONITORING	PROFESSIONAL MONITORING
hippo ✓	hippo + SimpliSafe
Self monitored smart home	Professional smart home
with alerts to your phone	with police + fire dispatch
— \$64 <small>Annual discount</small>	— \$77 <small>Annual discount</small>
Complimentary kit	Complimentary system
7 piece security system protecting against burglar, fire and water damage.	SimpliSafe's 7 piece security system + free video recording, free cellular backup SMS & email notifications.
Additional fees	Additional fees
None	First 2 months free, then starts at \$14.99/mo

[How are these different?](#)

[How are these different?](#)

Social proof

Get covered for £10.13 Policy details

Most Popular

Legal expenses cover

Get support and representation if you're involved in a legal dispute, including free access to a legal helpline.

£50,000
£1.75 per month

[Add to policy](#)

Home emergency cover

Covers the cost of fixing

Just the basics
Example: medium grade flooring, carpeting, or cabinets, and other common details.
50% choose this

A few extras
Example: high grade siding or roofing, built-in bookshelves, bay windows, marble/granite counters, above average appliances.
45% choose this

Top of the line
Example: marble flooring, crystal chandeliers, commercial or built-in appliances, ornate finishes.
5% choose this

THE ESSENTIALS
35% choose this
\$56 /mo
[Select](#)

OUR BEST VALUE
50% choose this
\$79 /mo
[Select](#)

EXPANDED PROTECTION
15% choose this
\$115 /mo
[Select](#)

Get the report...

FintechOS study of UI / UX design good practices in home insurance new customer acquisition

Ecommerce design details checklist

a.

Mobile readability and accessibility

Are all key steps in figuring out what I want, and signing up, just as easy to find and achieve on a smartphone, as they are on a full-size desktop PC?

b.

Direct navigation and initial explanation

Does the website/app keep me focused on taking action, steering me helpfully towards key information and decisions, without distractions or barriers to progress?

c.

Trust and suitability indicators

Does the brand/product provide me with reassurance as I proceed, for example using review ratings, testimonials, or indications that this kind of product is right for me personally? Another consideration is whether I can clearly understand what risks or commitments I am being asked to make when I sign up.

d.

Call to action / to proceed

Am I being given a clear incentive to progress with my signup / application, and is it clear how I benefit if I take the next steps?

e.

Signposted application process / progress

As I start to work through the steps, can I get a sense of how long it's going to take, what step I've reached, and understand how to go back (or into more detail) if needed?

f.

Clarity of questionnaires / forms

Can I easily answer the questions, including on a smartphone/touchscreen, without confusion and confident that I am responding correctly?

g.

Preview of product and quick quote

Before fully committing to signing up or completing a full application, can I get early indications about availability, price, options etc that help me make up my mind?

h.

Saving and resuming an application

If I am not able to finish the application during one session, can I pause / save and resume later, instead of losing my progress?

i.

Access to FAQs and knowledgebase

If I need to, can I find out more information about key attributes or steps, ideally through prioritized or contextual help search/navigation?

j.

Access to support and advice

If FAQ type information is not enough can I easily open up a chat or enquiry to get free-form answers to my questions, and potentially gain quick access to an expert advisor?

Challenger trifecta

The digital conversion trifecta

~~Information~~



Trust

~~Compliance~~



Convenience

~~Processing~~



Reassurance

NEXT UP: PANEL

Thanks – now watch the panel discussion!