

FINANCE & BANKING | NATIONAL SAMPLE

Customer journey interviews for an insurance provider

Twenty online in-depth interviews with customers who recently bought or switched home or motor insurance.



AT A GLANCE

CLIENT

Insurance provider

INDUSTRY

Finance & Banking

MARKET

National sample

METHOD

Online in-depth interviews, 45 minutes

SAMPLE

20 recent buyers and switchers

TIMELINE

3 weeks

THE CHALLENGE

An insurance provider wanted to understand why customers switch providers at renewal. It needed people who had bought or switched in the last three months, while the experience was still fresh.

OUR APPROACH

We screened for recent purchase or switching and balanced the sample across products and channels.

- 1 Verified a purchase or switch in the last three months
- 2 Balanced home and motor insurance customers
- 3 Mixed online and broker buyers
- 4 Scheduled interviews at times that suited each respondent

THE RESULTS

- ✓ 20 interviews with recent buyers and switchers
- ✓ Even split across products and purchase channels
- ✓ Fresh experiences gave detailed journey insight

SERVICES USED

Qualitative recruitment

Respondent recruitment

ABOUT RESEARCH AND METRIC

Research and Metric is a market research fieldwork partner for research agencies and insight teams, with offices in the USA, India and Singapore. We recruit the right people, collect data by the method each study needs and deliver clean, documented outputs your analysts can use straight away.

Recruitment

- Respondent recruitment
- Qualitative recruitment
- Quantitative recruitment
- Hard-to-reach audiences

Fieldwork

- Online data collection
- Survey programming
- CATI telephone interviewing
- Face-to-face CAPI
- Product placement and IHUT
- Global fieldwork coordination

Data and support

- Data processing and tabulation
- Open-end coding
- Survey weighting
- Extended team services

WHY AGENCIES CHOOSE US



Verified respondents, never self-reported



One accountable team from screener to final tables



ESOMAR-aligned processes and GDPR-compliant data handling

Planning a similar study?

Send us your brief and get feasibility, timelines and costs within 24 hours.

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SEND A BRIEF

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Illustrative scenario based on typical engagements. Client details are anonymised and figures are indicative.