

# Psyma Insurance Benchmarking



Gain user-oriented insights with the digital experts from Psyma for the targeted further development of your insurance website



User-oriented monitoring of your website



Benchmarking with insurance portals

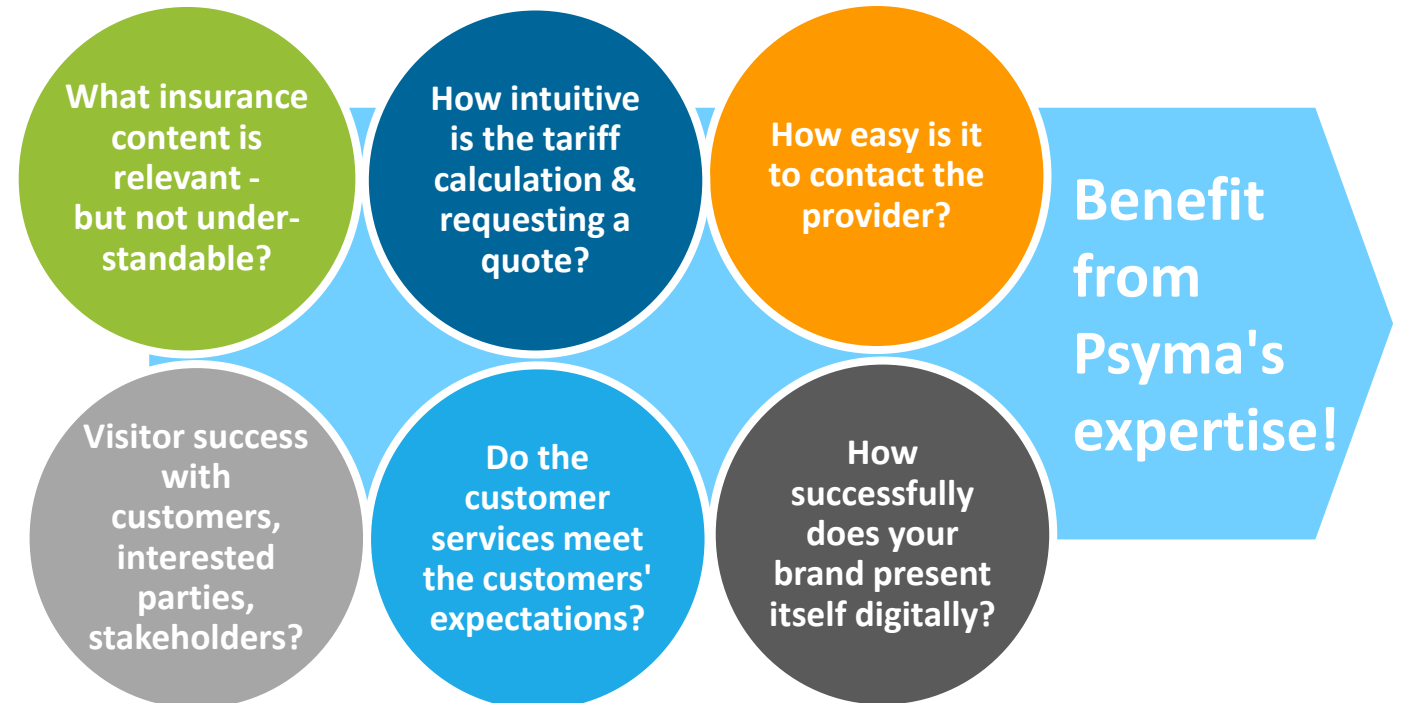


Qualitative insights, Driver analyses, trends



Solutions for operational & strategic market success

## Your challenges in the insurance sector



### Independent expertise

Neutral approach with a fresh view of upcoming challenges



### User-centered approach

Representative sampling of users of your insurance website with specific requirements for information and functions



### Proven concept

Implementation-oriented insights through solid KPIs on requirements, unmet needs & satisfaction

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User-centered research combined with Psyma expertise in the insurance sector

Real user survey	Random recruitment	Benchmarking	Customizable to your needs
<ul style="list-style-type: none"><li>● Evaluation by actual users of your insurance website</li><li>● Motivated respondents instead of expert heuristics</li></ul>	<ul style="list-style-type: none"><li>● Invitation to the survey via a layer <b>directly on your website</b></li><li>● No self-selection of participants, as the invitation is randomized</li></ul>	<ul style="list-style-type: none"><li>● Proven standard questionnaire</li><li>● Concrete benchmarks in the report (competitors are listed individually - clear average)</li></ul>	<ul style="list-style-type: none"><li>● Individual additional questions possible</li><li>● Mobile Boost</li><li>● Inclusion of your customer area, apps....</li></ul>
→ High-quality feedback from real users	→ Representative sampling, valid results	→ Basic questionnaire with comparative values/KPIs	→ See who you compare yourself with



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