



MAPFRE

CASE STUDY

How MAPFRE has improved customer renewals and increased conversions using Medallia



Improved customer renewal by more than 3 points.

Increased conversion by 10%.

Increased NPS at all interaction moments.

Medallia

SUMMARY

MAPFRE is the largest insurance company in Spain, and currently has a presence on every continent.

They knew that they could not build a customer centric strategy without listening to the customer, and that they needed a partner to help them implement their CX program.

MAPFRE has integrated the Medallia platform into their systems in such a way that it has become a communication channel with their customers.

This has allowed them to improve customer acquisition and retention, as well as NPS at all points of customer interaction.

Developing a customer-centric strategy

MAPFRE is a company that has been insuring risks since 1933, the year of its foundation. It is currently the largest Spanish insurance company and has a presence on all 5 continents.

As a company with so many years of experience, implementing a transformation process to put the client at the center is no easy task. MAPFRE was clear that it had to build this transformation on two fundamental pillars: data and listening to the client.

MAPFRE knew that it could not build a Customer Centric strategy without listening to the customer and understanding their needs. And they knew that listening to the customer means listening to them constantly and being able to analyze what they communicate to us to understand in depth the causes of their decisions.

Real-time access to feedback

After an analysis of all the existing tools on the market, MAPFRE decided that Medallia offered the possibility of modernizing their systems, the necessary robustness to manage the large amount of data they generate, and the ability to adapt precisely to their needs. Some unique functionalities and, above all, the internationalization possibilities of all the solutions, were the elements that tipped the balance.

MAPFRE integrated the Medallia platform into its systems in such a way that it has become a communication channel with its clients. This allows its Quality Managers, Directors and Mediators to talk to them in real-time.

All areas of the company have participated in this listening and close the loop process. All MAPFRE employees have daily access to the Medallia platform, which provides them with the information they need to improve their work.



“Listening to the customer allows us to get to know them and anticipate their expectations and therefore generate differential experiences and improve customer relationships.”

César Luengo,
Deputy General Manager
Clients and CX at MAPFRE

Improving customer loyalty and retention

With the integration of the Medallia platform into MAPFRE's client systems, the company now has access to feedback and AI-driven analytics. This has had a huge and positive impact on several key metrics for Mapfre:

- They have increased both conversion and retention.
- They have improved their processes: they have made them more efficient and, therefore, have generated cost savings that add up to increased customer satisfaction.

But the positive impacts do not end there. Listening to customers continuously and in real time allows them to know them, understand them and anticipate their expectations and, therefore, generate differential experiences and improve relationships with them.

In addition, as a result of all of the above, MAPFRE has improved customer acquisition and retention, and has increased NPS at all points of interaction with the client.

About us

Medallia is the pioneer and market leader in Experience Management. Medallia's award-winning SaaS platform, the Medallia Experience Cloud, leads the market in the understanding and management of experience for customers, employees and citizens. Using Medallia customers can reduce churn, turn detractors into promoters and buyers and create in-the-moment cross-sell and up-sell opportunities, enabling clear returns on investment. Learn more at www.medallia.com