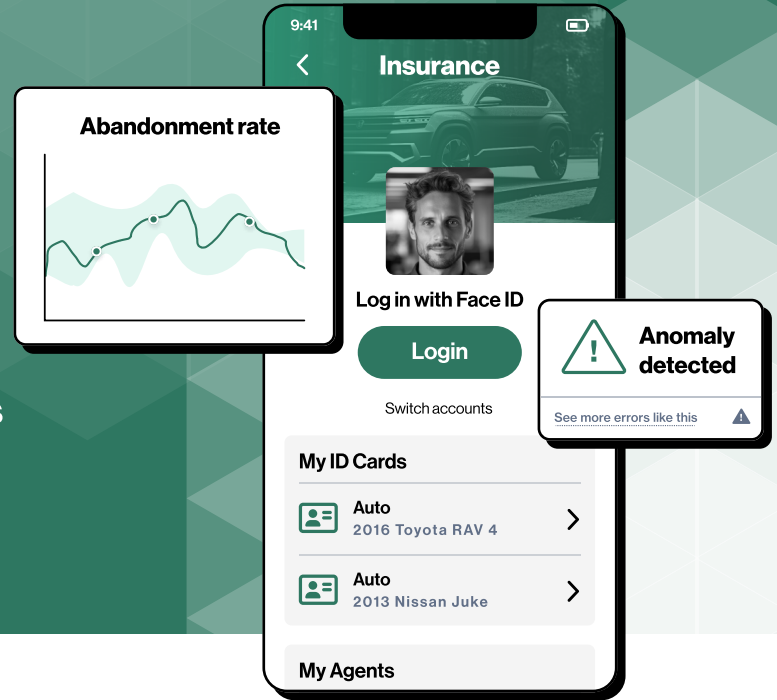




# Quantum Metric for insurance.

Helping the world's top insurance companies understand client needs and optimize digital journeys, while driving internal efficiencies.



## Drive better digital outcomes.

Proactively detect digital leakage and missed opportunities on acquisition, self-service, or agent experiences.

Quickly validate and diagnose self-service friction, whether it's a technical error or confusing UX.

Make the business case to prioritize enhancements that drive the biggest lift.

Increase speed and efficiencies across CX, product, and technology teams.



“The out-of-the-box experience indicators Quantum Metric provides, alongside Google Analytics, allows our teams to prioritize what to fix first and improve the overall customer experience.”

— **Vipul Chhabra**

Chief Data & Underwriting Officer at Domestic & General



## How digital insurance teams use Quantum Metric.



### Monitor & detect

- Capture over 300 behavioral and technical signals on web and mobile without constant tagging
- Alert on shifts from the baseline, including KPI drops or increases in customer friction



### Diagnose & quantify

- Validate issues impacting customers with segmentation, session lookup, and session replay
- Easily quantify the business impact and scope of customer friction with one-click quantification



### Discover & optimize

- Drive design decisions with heatmap, page, or journey analysis correlated to business impact
- Ideate and validate experiments faster with real-time insights and side-by-side behavioral analysis

## Pre-built dashboards for every aspect of the insurance journey.

Get started faster with dozens of insurance-specific dashboard templates based on our industry expertise and work with 100s of insurance leaders.

### Sample dashboards.

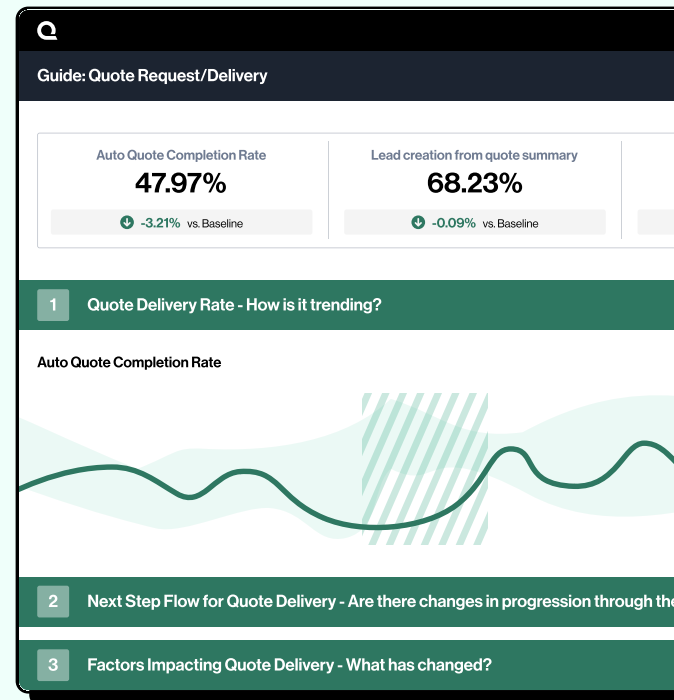
#### Quote request/delivery

Monitor trends and changes in the completion rate for requesting quotes, observe changes by time period or device, and zero in on any problems caused by specific errors, page performance, or non-functioning page elements.

#### Initial premium payment

This guide shows any changes in initial premium payment trends. It monitors each step of the process and shows if any step has problems due to specific errors, page performance, or page issues.

[See more insurance dashboards](#)





## Quantum Metric partners with the world's best brands.

### Domestic & General meets digital OKRs with real-time data.

Domestic & General aimed to boost business growth by increasing online plan purchases. But the discovery of a recurring error on the payments page through Google Analytics prompted an investigation into the “why” behind the issue. Quantum Metric revealed that backend configuration issues and ineffective email address capture were causing friction during checkout. Using detailed technical information paired with the session replays in the platform, the team was able to decrypt the API call and pass on the details to the developers for immediate resolution.

[Read the case study](#)



### How claims agents reduce resolution time.

A large P&C insurance company was migrating an internal claims app for its agents to two new separate apps. Unfortunately, the migration and unexpected UX confusion resulted in a barrage of internal tickets as well as agent and customer friction. The team managing this migration lacked insight: “Internally, we have too much data coming at us from different places that provides only a sliver of insights into user experience—making us a reactive shop.” Quantum Metric gave the insurer both behavioral and technical visibility across the legacy app and two new apps. With that, the team drastically reduced time to identify and resolve and immediately saw increased agent adoption of its new apps.



[Request a demo](#)

[View a product tour](#)