

Comparis Modernizes Customer Engagement with Verint

Opportunity

Comparis is the leading Swiss Internet comparison service (www.comparis.ch), where customers can easily and quickly compare the rates and services of health insurance providers, other insurers, banks, and telecommunications providers as well as offers for properties, cars, and motorcycles. The organization was founded in 1996 by Richard Eisler, an economist, and employs more than 100 staff at its Zurich headquarters.

Comparis has a strong customer-focused strategy, utilizing user generated content where possible, to provide its 60 million customers with insight, advice, and relevant knowledge into their purchase decision – and ultimately save money. Until recently, much of that content was delivered through 20 message boards, comprising thousands of contributing customers.

Which bank offers the most preferential savings rate? Which motorcycle insurance provider includes a breakdown service as part of the policy? How does the quality of service in one hospital compare to the service in another? Answers to questions like these and thousands of others were available through message boards.

However, this online discussion forum had a problem. Dominic Stöcklin, Head of Social Media at Comparis picks up the story. “The message boards were a great platform for conversations in the form of posted messages and SEO data – but they didn’t really offer a valuable opportunity for long-term customer engagement. We wanted customers to have relevant discussions and more scope for expression and interaction, whether that is around insurance, health, finance, housing, or mobility. We also wanted to offer new features, such as rating services and partners. None of that was possible with the simple message boards.”

This situation coincided with Comparis’ decision to modernize its main website. That re-launch would prove the ideal springboard for replacing the fragmented message boards with a single, unified customer community.

Solution

Comparis was already working closely with its consulting partner Atos Consulting to develop the modern community strategy – all that was needed was the right community partner. Stöcklin explains, “We initially looked at a competing customer community platform; however it lacked the functionality and ease of customization we were looking for – we also needed a solution with the data hosted here in Switzerland. We engaged with Gartner to identify an alternative, and quickly shortlisted the Verint Telligent Community. Verint ticks every box: it offers the broadest functionality of any customer community platform we looked at, the technology is simple to customize, it came with the endorsement from Atos Consulting, and – because the system is hosted in-country – we have complete control over the data for compliance purposes.”



Customer Success Story



Solutions

Verint Telligent®
Community



Industry

Comparison Service



Region

Switzerland

Results

- Modernizes customer engagement.
- Improves brand experience.
- Influences future product strategy.
- Determines future content.
- Streamlines community change and adaptation.

“Verint plays a vital role in helping to convert website traffic into new customers, consolidate market leadership, and increase trust.”

– Dominic Stöcklin, Head of Social Media, Comparis

The new ‘Comparis Community’ is powered by Verint Telligent Community and the deployment was a three-way process between Comparis, Verint, and Atos Consulting taking place over three months. “We had the ideas – they developed the concept,” says Stöcklin. “The Professional Services support from Verint was especially valuable, helping us quickly navigate the rich set of features and get up to speed very fast.”

The Verint Telligent Community empowers Comparis’ 60 million customers with social collaboration tools that elevate the customer experience and drive real business value. Most importantly, the new system opens the door to new possibilities that move beyond the previous functionality of the old forums. This includes the opportunity for customers to network with one other or reward activities through points and badges. The Comparis Community is separated into four languages – German, Italian, French, and English – with the majority of content written in German.

One example of customer engagement shines through, as Stöcklin explains. “We commit to replying to a question posted on Comparis Community within 72 hours if no-one has replied,” he explains. “However, unlike before, we have multiple power users on the community and with so many members now actively answering questions, it means we answer less ourselves. That helps ensure the Comparis Community remains independent and generates a far more engaging and trusted customer-to-customer experience.”

“Verint plays a vital role in helping to convert website traffic into new customers, consolidate market leadership, and increase trust,” Stöcklin concludes. “Within this single, unified, and interactive community, customers can find relevant information to solve their purchase problem, ask questions and receive answers almost immediately, while providing feedback to help others. It is a unique environment for everyone – users of comparis.ch, experts, other interested community members, and representatives from partner organizations – to collaborate.”

Benefits

Three months after going live in 2017, Comparis Community is a great success. Stöcklin and his team highlight the following benefits:

- **Delivers modern customer engagement:** Customers can now engage in discussions on topics across any of Comparis’ solutions – and beyond – in a modern, interactive, and rewarding environment.
- **Improves brand experience:** Early signs indicate that customers enjoy generating content and responses among themselves, allowing Comparis to step back from direct response – thereby ensuring a more trusted customer-to-customer experience.
- **Influences future product strategy:** Through active moderation of the community, Comparis is able to generate discussion among members about proposed new products and services.
- **Helps shape future content:** Analysis of trending topics is used to guide future content in Comparis blogs and other social content.
- **Increases customer interactions:** Services such as gamification leader boards contribute to increased interaction and growing volumes of website/community traffic.
- **Delivers agile change management:** Able to quickly and easily customize the community with new features, such as enabling customers to review and rate services from different providers.

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