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CASE STUDY



WhatsApp

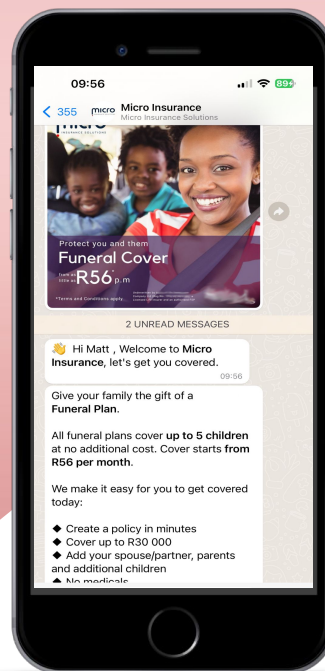


Revolutionise Customer Acquisition, Onboarding & Retention with WhatsApp

In today's fast-paced digital age, companies are constantly seeking innovative strategies to streamline customer acquisition and onboarding.

This is particularly evident in industries like funeral insurance, where establishing meaningful connections with customers during difficult times is paramount.

Among the myriad of communication platforms available, WhatsApp has emerged as a game-changer, offering unparalleled benefits and efficiency in reaching and engaging with potential clients.



Traditional methods of customer acquisition, such as print advertisements, radio, TV, call centres and billboards have long been the go-to strategies for reaching target audiences. However, these methods are cost-intensive and often lack personalization and real-time interaction.

time, individualised
communication channel
in the hands of millions of
potential clients.

Through personalised communication, real-time engagement and data-driven insights, WhatsApp is the ideal solution for reaching and connecting with customers in the funeral insurance industry.

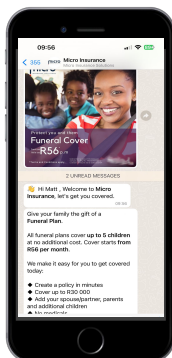
By leveraging WhatsApp as a platform for customer acquisition and onboarding, companies can revolutionise their approach and stay ahead of the competition.

It outshines conventional methods of customer acquisition in a myriad of ways, including:

Personal, individualised communication

Unlike static advertisements or pre-recorded messages, WhatsApp allows for personalised, one-on-one communication with potential customers.

Through direct messaging, companies can tailor their approach to individual needs and preferences, fostering a deeper connection and trust.



Real-time engagement

In today's instant gratification culture, customers expect immediate responses and solutions. WhatsApp enables real-time engagement, allowing companies to address enquiries promptly and provide timely assistance and feedback all while seamlessly guiding customers through the onboarding process.

Cost-effective

While traditional marketing channels often require substantial investments, WhatsApp offers a cost-effective alternative.

Minimal overhead costs and the ability to reach a wide audience at no additional expense allow companies to maximise their ROI and allocate resources more efficiently.

Convenience and accessibility

In an increasingly mobile-centric world, WhatsApp is accessible to everyone with a smartphone and internet connection.

This widespread accessibility ensures that companies can connect with opted-in customers anytime, anywhere - eliminating barriers to communication and facilitating a smooth service experience.

Data-driven insights

WhatsApp provides valuable data and insights into customer behaviour and preferences, unlike traditional marketing strategies that rely on guesswork.

By analysing metrics such as message open rates, response times, and engagement levels, companies can refine their approach and optimise their customer acquisition efforts effectively.

Enhanced security and privacy

With end-to-end encryption and stringent privacy measures, WhatsApp offers a secure platform for sensitive conversations, particularly in industries like funeral insurance where trust and confidentiality are paramount. Customers can feel confident knowing that their personal information is protected.

The DTS Micro Insurance Solutions Model, developed specifically with the funeral insurance industry in mind, provides empirical data to back up the benefits of WhatsApp. Our model enables us to identify the best methods, customised per client requirements, to acquire potential customers. This is done by utilising innovative technology and the family of Meta products such as Facebook and Instagram.

As a case study, let's simplify the traditional direct to consumer funeral insurance model and assume each customer is paying a monthly premium of R100 for cover of R15,000. Conventionally, as little as R25 - R35 of this premium goes towards the servicing of the risk. Up to R65 towards acquisition costs and the balance to administration and overheads, like call centre agents.

User Case (Micro Insurance Solutions)

When DTS works with a broker who sells funeral insurance products, we are able to engage interested customers either within Facebook or Instagram advertising or by sending out High Structured Messages (HSM) to a WhatsApp database. This streamlines efficiencies and eliminates any need for expensive advertising, promotional teams, call centre or commission costs.

To further illustrate the benefit; the cost per acquisition (in the funeral insurance industry in a call centre environment) is expected to be between R1,200 and R1,800.

With the DTS model, costs are as low as R214 per acquisition. This reduction of cost is on a 0,5% acquisition rate per number of HSM's received and read. If the acquisition rate had to climb to a conservative 1%, this would lower the cost of acquisition to just R128.

In lieu of the traditional licensing fee, DTS has an annuity deal with the broker so that a small portion of the product revenue is passed back to DTS and reinvested in product enhancements and data processing.



The keys to the success of the DTS model are:

- i) A user-friendly and familiar platform such as WhatsApp and
- ii) A clean and opted-in database

Additional reductions to the cost of acquisitions can come from the clients' strategy of acquisition.

For example, if the client already has a strong and committed Facebook following, the cross-pollination over to WhatsApp will be the most cost-effective by far.

However, the answer is not simply a generic bot to implement across all platforms. To drive conversion rates and reduce the cost of acquisitions, each bot needs to be scoped, designed and developed to align with the client's strategy and vision and optimised for their target audience.

It is easy to see how onboarding and acquisition is superior using the WhatsApp model if done correctly but a poor onboarding experience could be detrimental to your brand and impact your retention of acquisition.

Acquisition and retention is a blend of meeting and exceeding customer expectations and ease of service is paramount to achieving the required level of customer satisfaction.

While retention of acquisition is dependent on your business and service offering, DTS can ensure an improved total acquisition experience. These self-service options, driven by bots, are proving to be very successful in the global market.

There is no doubt that, when utilised correctly, WhatsApp is the ultimate solution for customer acquisition and onboarding in the funeral insurance industry. Unparalleled benefits, efficiency and tangible cost saving are all real time results that can be achieved via WhatsApp.

By embracing this powerful platform, companies can forge stronger connections with customers, streamline their processes and drive success in a competitive market landscape.

We have included some key insights below as well as the full link to each article, should you wish to find out more.

The State of Customer Onboarding

Percent of respondents who agree with the following statements regarding customer expectations and behaviours



88%

88% of service leaders agree that customers have higher expectations than they did in previous years.
(HubSpot)



100 days

The average onboarding process for a new corporate client.
(McKinsey & Company)

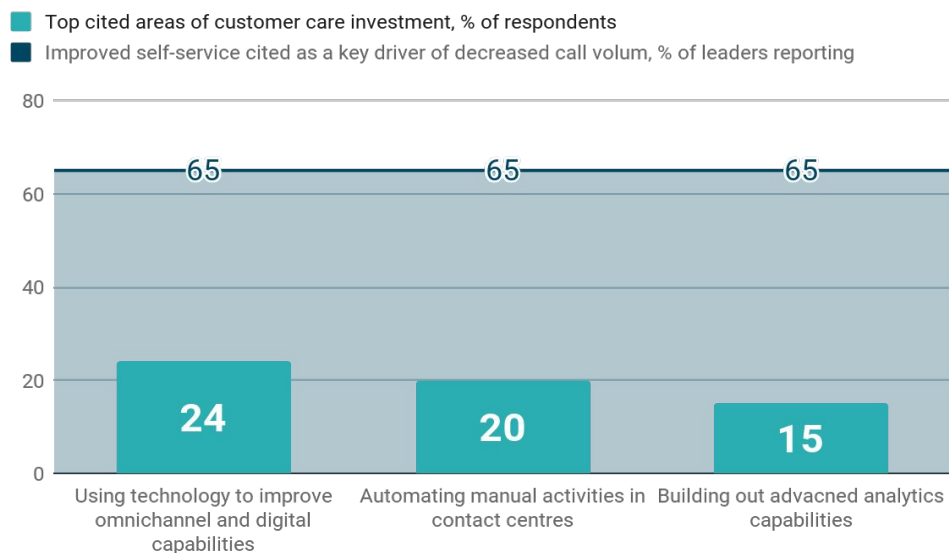


74%

of enterprise organisations have a dedicated customer onboarding team.
(Percursive)

The Value of Customer Onboarding

Reported self-service improvement and technology investment for customer care



65%

customers consider the company's onboarding program when making a purchasing decision. (Wyzowl)

70%

consumers make a purchase decision based on the quality of customer service they receive. (Zendesk)

5-25

Times more expensive to acquire new customers vs retaining existing ones. (Invesp)

82%

of enterprise organisations rate their onboarding strategy as a key driver of value. (Precursive)

Customer Onboarding Expectations

Zendesk

90% of consumers say they are willing to spend more with companies that personalise the customer service experience.

90%

Visa

If the digital onboarding process takes longer than 20 minutes, 70% of customers completely abandon their attempt to open an account.

70%

Salesforce

70% of customers say understanding how they use products and services is very important to winning their business.

70%

EROS Forrester

66% of adults believe valuing their time is the most important thing a company can do to provide a good online customer experience.

66%

Wyzowl

Over 90% of customers think that companies could do better when it comes to onboarding new customers.

90%

Customer Onboarding Best Practices



84%

CIOs focus on the mobile customer experience.
(Alida)



97%

People believe video is an effective tool to welcome and educate new customers.
(Wyzowl)



74%

People have watched a video to understand how to use a new app or website. (Wyzowl)



65%

Say video is their favourite way to get to know how to use a product or service.
(Wyzowl)

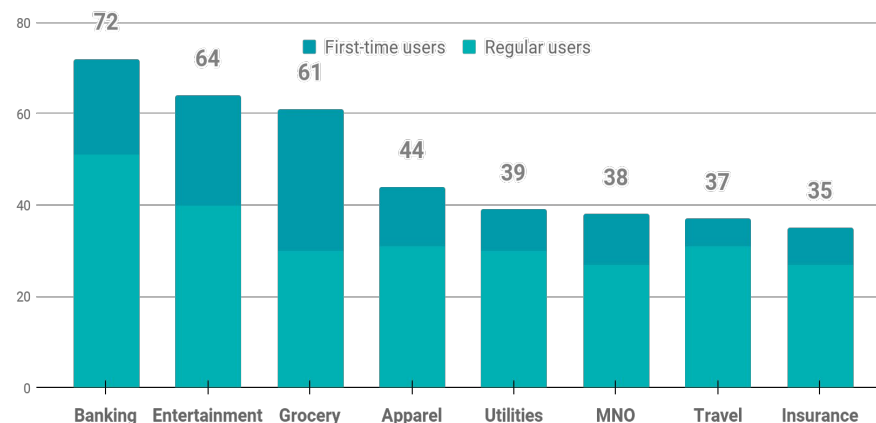


2x

Experience-driven businesses see almost two times higher annual growth in customer retention, repeat purchase rates, and customer lifetime value than other organisations.
(Forrester and Adobe)

Customer Onboarding Trends

US consumers are accelerating adoption of digital channels, a trend seen across global regions.



Digital Channels

More than 60% of US consumers say digital tools like websites, mobile apps, and live chat are their go-to channels for simple inquiries. (American Express)



Consistency

76% of customers expect consistent interactions across departments. (Salesforce)



Access

90% of customers expect a seamless omnichannel experience from brands. (Retail Touchpoints)

References:

- <https://www.inturact.com/blog/user-onboarding-statistics>
- <https://blog.hubspot.com/service/customer-onboarding-stats>



Digital Transformation Services (PTY) Ltd

info@dtservices.co.za | +27 (072) 026 6440
<https://www.dtservices.co.za>

VAT # 4710256993
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