insuremytrip®

People don't trust insurance companies. People trust people. Reviews by real people build trust.

The problem

People don't trust insurance and, like most insurance, travel insurance is hard to understand. It's hard for customers to know they're buying the right plan.

The solution

We're going to change that by adding customers reviews to the InsureMyTrip website. We've seen reviews enrich the customer experience and increase sales on sites like Amazon.

There are a couple of independent third parties that collect reviews about travel insurance. By bringing reviews into our website, we can control and improve the experience. We also can use the ratings and reviews throughout the site.

Risk

The companies whose products we sell will be nervous about having their products reviewed. We will work with a core group of companies to ensure that the review process is fair and includes the companies.

The process

Here's how we expect the review process to work:
1. A customer receives an email to provide a review n weeks after they return from their trip.
2. The customer provides a rating and, optionally, a written review.
3. A Customer Care rep reviews the review, publishing the review or following up to resolve concerns.
4. The review appears on the site and the customer is notified that the review has been published.
5. Site visitors can read the review on the website while they are researching and selecting an insurance plan.
6. Insurance companies can comment on reviews of their products.

Measures

We will know our reviews our successful when:
- We have received 5,000 reviews within the first year.
- Customers are providing feedback by marking when reviews are helpful or not. We want to know they're reading the reviews.
- Company reps are participating in the system through their admin interfaces and by commenting on reviews.
- Product sales distribution changes to align with product ratings.
- Overall sales conversion rates increase by 2-3%.

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