FOCALDATA

MONEYSUPERMARKET

Enhancing customer experience at MoneySuperMarket with Focaldata AI

How MoneySuperMarket used AI-driven insights to enhance customer experience

The challenge

In the coming decade, Artificial Intelligence (AI) will have a profound impact on technology and our daily lives. Businesses that integrate AI across their services will thrive, while those that don't risk falling behind.

MoneySuperMarket Group (MSM), a leading price comparison site, wanted to explore how AI could be leveraged to support customers in choosing financial products. MSM aimed to understand how customers use AI in daily life and whether an AI assistant would enhance their experience or raise concerns. Since MSM's success hinges on a seamless website experience, whether for buying insurance or shopping for a mortgage, minimising friction is crucial. With these insights, they could then align product development to meet those needs.

The solution: Focaldata AI's end-to-end research support

Leveraging Focaldata AI's ability to support every aspect of research—from planning to analysis and presentation—MSM refined their research brief and objectives. The AI conducted targeted interviews, probing participants to extract key insights that met the study's goals.

These insights helped the research team identify opportunities to enhance customer journeys in searching for and purchasing financial and insurance products, keeping MSM at the forefront of customer service. From brief to completed interviews took 48 hours, with data available for querying in AskAI, driving rapid insights.
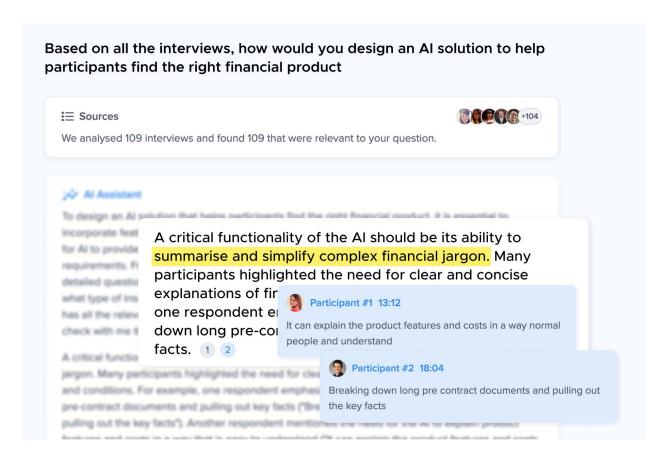
250
interviews

25
minutes average
length

1200
pages of rich
quality data

Rich qualitative data available for dynamic interrogation

- MSM leveraged Focaldata AI's end-to-end capabilities to align their research with strategic goals. The AI created a detailed discussion guide and conducted interviews, exploring complex issues like trust and data privacy in AI.

- MSM used AskAI, Focaldata's analysis engine, to query research results in natural language, revealing key themes and quotes linked to specific interview points. AskAI also suggested product development directions by identifying customer pain points and desired features in their buying journey. This streamlined process reduced manual work, allowing the insight team to provide actionable insights that help product leaders develop features to better serve their customers.

Enhanced engagement on sensitive topics
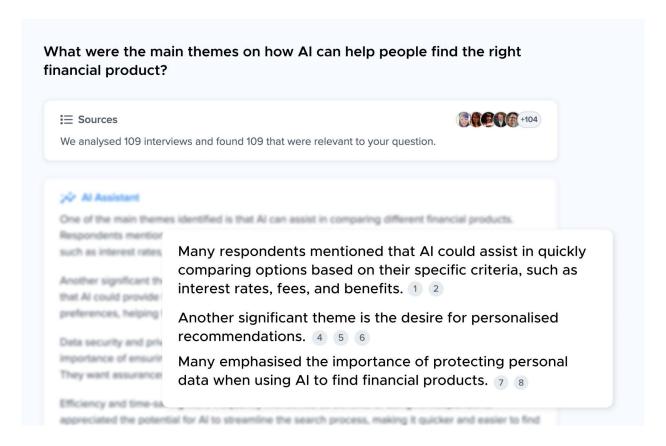
- Focaldata AI effectively engaged respondents on sensitive topics, with 20% of respondents having long-term conditions like autism, neurological, mental or physical disabilities. The AI's empathetic approach led to high-quality responses, showcasing its impressive ability to connect with and understand the nuances of respondents' conditions, even without prior specific details.

Essential insights into behaviour driving product strategy

▪ The large-scale AI interviews provided MSM with fresh insights into how AI can act as an impartial advisor, aiding customers in choosing products and understanding policies and quotes. This new perspective has been helpful for MSM in exploring opportunities and refining their approach.

What were the main themes on how AI can help people find the right financial product?

≡ Sources   +104

We analysed 109 interviews and found 109 that were relevant to your question.

📈 **AI Assistant**

One of the main themes identified is that AI can assist in comparing different financial products. Respondents mention such as interest rates,

Another significant th that AI could provide preferences, helping

Data security and pri importance of ensuri They want assurance

Efficiency and time-sa appreciated the potential for AI to streamline the search process, making it quicker and easier to find

> Many respondents mentioned that AI could assist in quickly comparing options based on their specific criteria, such as interest rates, fees, and benefits. (1) (2)
>
> Another significant theme is the desire for personalised recommendations. (4) (5) (6)
>
> Many emphasised the importance of protecting personal data when using AI to find financial products. (7) (8)

With Focaldata, MSM captured actionable insights at a fraction of the time and cost of traditional research

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Focaldata AI provided actionable qualitative insights at scale and pace, significantly cutting costs and time compared to traditional methods. Its ability to interpret briefs, create discussion guides, and rapidly interview hundreds of high-quality panellists was impressive, even demonstrating emotional sensitivity in handling challenging audiences and topics. "

Jonathan Wood
Head of Insight and Strategy, Money Group plc

Why Focaldata AI

Focaldata AI works with the world's leading brands like Virgin Media O2, Nestlé and Medtronic to simplify and accelerate their entire research process. Its AI co-worker works with you to understand your objectives, create a research plan, and deliver actionable results—like an agency but faster and at a fraction of the cost.

After Focaldata AI conducts hundreds of high-quality interviews, AskAI, Focaldata's analysis engine, lets you query the research results in natural language. It quickly reveals key themes, quotes, and insights linked to specific interview points across different segments.

Accessible anytime, anywhere, it enables top-tier research that scales operations tenfold, offering tailored solutions based on customer needs, regardless of data source, market, language, or tools. With Focaldata AI, teams can say 'Yes' to more insight requests from brand, innovation, and product stakeholders.

To discuss your business challenges with our expert team visit **focaldata.com** or email us at **contact@focaldata.com**