

# **MONEYSUPERMARKET**

Enhancing customer experience at MoneySuperMarket with Focaldata Al



# How MoneySuperMarket used Al-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 Al could be leveraged to support customers in choosing financial products. MSM aimed to understand how customers use Al in daily life and whether an Al 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 Al's end-to-end research support

Leveraging Focaldata Al's ability to support every aspect of research—from planning to analysis and presentation—MSM refined their research brief and objectives. The Al 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 AskAl, driving rapid insights.



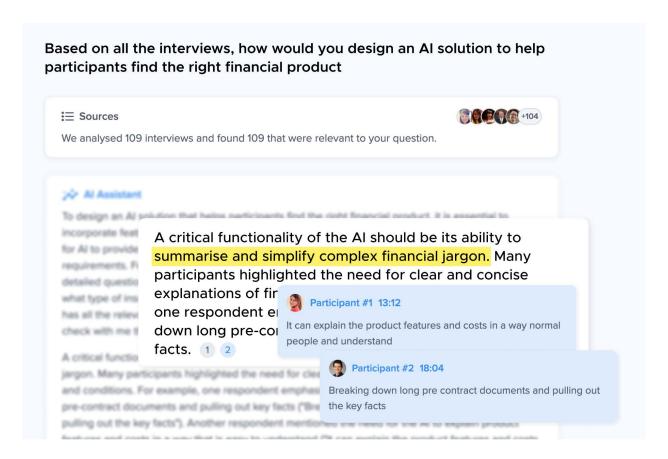
**250** interviews





#### Rich qualitative data available for dynamic interrogation

- MSM leveraged Focaldata Al's end-to-end capabilities to align their research with strategic goals. The Al created a detailed discussion guide and conducted interviews, exploring complex issues like trust and data privacy in Al.
- MSM used AskAl, Focaldata's analysis engine, to query research results in natural language, revealing key themes and quotes linked to specific interview points. AskAl 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.

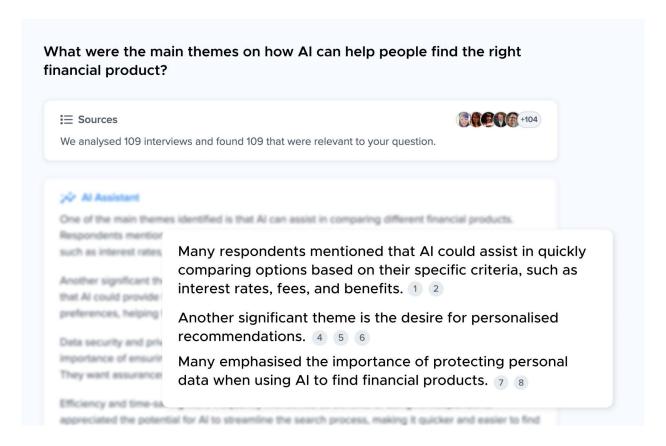


## Enhanced engagement on sensitive topics

• 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.



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



### Why Focaldata Al

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.

Focaldata Al conducts hundreds of high-quality interviews with your target audience, faster and cheaper than traditional methods. AskAl then helps you explore the data to rapidly uncover top findings, themes, and quotes from different segments. It offers tailored solutions based on customer needs and objectives, regardless of data source, market, language, or tools.

Accessible anytime, anywhere, it enables top-tier research that scales operations tenfold. 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

