Glanceable x Allianz

CASE STUDY · INSURANCE

Allianz centralizes its Voice of Customer to turn it into moments of truth

Allianz now cross-references policyholder verbatims with quantitative data to get a 360-degree view of the policyholder journey, shared with the teams closest to customers.

BEFORE → NOW

Satisfaction measured through surveys, 1 to 5-star ratings and open-ended comments	Data that was previously scattered	Quantitative data no longer enough for moments of truth	Richness of customer feedback untapped at scale
Verbatims finely categorized, customer emotions included	A 360-degree view shared with frontline teams	Quantitative and qualitative data cross-referenced automatically	Large volumes processed quickly thanks to AI

The challenge: quantitative data is no longer enough in moments of truth

As a general insurer, Allianz supports its individual customers with all their needs (everyday insurance, savings, protection, health), from enrollment to cancellation. Satisfaction is measured throughout the policyholder journey: surveys, 1 to 5-star ratings, and open-ended comments.

In a business where being present during moments of truth makes all the difference, quantitative data is no longer enough. Three objectives guided the approach: listen to customer sentiment in real time to respond proactively, before a pain point leads to cancellation; centralize data that was previously scattered; and equip field teams with concrete insights drawn from real cases expressed by policyholders.

CLIENT
Allianz

SECTOR
Insurance (general insurer)

TEAM
Customer Satisfaction & Cross-Functional CX

CUSTOMERS
Individuals, from enrollment to cancellation

SOURCES ANALYZED
Surveys, 1 to 5-star ratings, open-ended comments

> "AI is dramatically expanding what we can analyze. It felt obvious that we should put that added power to work for our customers too.



Laurence Bronner
Head of Customer Satisfaction & Cross-Functional CX, Allianz

Glanceable helps companies steer the Voice of Customer at scale: structuring unstructured data, multi-channel analysis, and action-oriented automation.

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The solution: a 6-month co-built POC

Allianz and Glanceable refined, in a 6-month co-built POC, algorithms adapted to the realities of the insurance business, with fine-grained categorization of customer feedback and emotions.

This data is then automatically cross-referenced with quantitative results (ratings, surveys) to provide a unified view of the policyholder journey.

KEY FIGURES

6	months of co-built POC
360°	view of customer feedback, shared with frontline teams

Results

A 360-degree view of customer feedback

Shared between the satisfaction team and the stakeholders across the company closest to policyholders.

Feedback analyzed at scale

Large volumes of data are processed quickly thanks to AI-enhanced analytical capabilities.

A unified view of the policyholder journey

Verbatims and quantitative results (ratings, surveys) are read together.

Algorithms adapted to insurance

Refined during a 6-month POC co-built with Allianz.

THE GOAL

To also leverage the richness of customer feedback at scale, in order to equip field teams and take action before friction occurs.

See Glanceable on your data

We integrate a sample of your real feedback before the demo.

Request a demo →