

Helping Quixa get closer to their customers with telematics

QUIXA
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Together we can
vodafone
business

Quixa chooses Vodafone Automotive for greater road safety and more efficient insurance processes

A Vodafone partner since 2014, Quixa is expanding the range of services offered to its direct customers by fully adopting telematics insurance solutions. This contributes to improving risk management and operational efficiency, strengthening its relationship with policyholders.



The Challenge

A consolidated partnership

Quixa and Vodafone Automotive, together since 2014, provide value-added services to car insurance policyholders. “With the Quixa brand, we operate directly in the car insurance sector,” explains Luca Toscani, Quixa Technical and Marketing Director, “and we offer customers the telematics option, which consists of the professional installation of QuixaBox, a connected device chosen by over 30,000 policyholders every year.”

The Italian insurance sector is highly competitive, and the internet has changed the rules, making the market fluid and whittling down insurance company margins. Quixa was looking for tools to help strengthen its relationship with its customers, generate greater operating efficiencies and expand the range of services on offer. For example, sending out assistance automatically in real-time in the event of an accident.

After a careful analysis of the solutions available in the market, Quixa has, for the third time in a row, chosen to renew its partnership with Vodafone Automotive. This partnership includes access to the Vodafone IoT platform, the provision of emergency services and a network of professional installers throughout Italy. Together, they are studying how to make the analysis of the large amount of data coming in from the vehicles even more effective.

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We chose Vodafone for a range of reasons, including the efficiency and professionalism of the network of installers operating on the ground.”

Luca Toscani, Technical and Marketing Director, Quixa

The solution

A turnkey service

“QuixaBox is a cutting-edge device,” says Toscani, “it is installed in the garage with no visible wiring and allows us to take full advantage of the telematics insurance services provided by Vodafone Automotive. It means that customers are able to call for help via a button and it is equipped with a microphone and loudspeaker to enable a conversation between the driver and the operations centre, available 24 hours a day.”

Going beyond the innovative features of the box, the services based on IoT technologies provided by Vodafone and customised for the insurance company, enable in-depth analysis of the data coming from the vehicles.

First and foremost, to provide a better service for policyholders, for example, intervening automatically in the event of a serious accident in which the driver is unconscious. Furthermore, analysing the driving behaviour of motorists offers benefits to both customers and the company. Customers are more aware of their driving style and are encouraged to adopt more considered behaviour, lowering their insurance premiums at the same time. The company can define customised premiums and identify fraudulent behaviour to better select customers. This has led to claims reported to Quixa decreasing by between 15 and 20%.

“The fact that installation takes place in the garage,” continues Toscani, “guarantees that the device covered by the contract will be secured to the car and not transferred to another vehicle. All this takes place in such a professional manner that we constantly guarantee a high level of customer satisfaction.

The data coming in from the QuixaBox is then analysed to obtain useful information about the driving behaviour of motorists. Thanks to the Vodafone Automotive platform, customised for Quixa, this information is sent to customers periodically, strengthening the company’s relationship with them and reducing churn. Over the last year, customer satisfaction, measured using the NPS index, has risen by 10%, while renewals are up 5%.”

Why Vodafone Business

- The network of professional installers selected and managed by Vodafone provides a precise, punctual service. Every year, about ten thousand devices are installed without any critical issues.
- With data collection/processing and the sending of periodic reports to policyholders all managed by the Vodafone platform, the relationship with customers has improved: the satisfaction rate has risen by 10% and the renewal rate by 5%.
- Thanks to the telematics platform, which enables events to be monitored using sophisticated tools such as crash reports and keeping customers informed about their driving behaviour, the frequency of accidents has decreased by between 15 and 20%.

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Thanks to Vodafone we measure the driving behaviour of customers and send them reports on a monthly basis, helping them to improve their driving style, thereby increasing safety, and lowering their premiums at the same time.”

Luca Toscani, Technical and Marketing Director, Quixa



About Quixa

Founded in 2008 to oversee the direct channel in the automotive sector, Quixa operates within the Axa Group, and is currently a division of Axa Global Direct. Quixa has about 300,000 customers, manages €110 million in premiums a year and employs over 200 people.

www.quixa.it

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