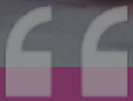




## World's leading insurance company keeps customers informed of upcoming app updates with mobile push notifications



"Customer satisfaction is our number one priority. That's why we're constantly striving to improve the service offered through our app. Sending out update notifications to our users was so simple to implement but had a very powerful result. Our customers were warned in advance, and not a single one complained. Fantastic! Insider really helps businesses put their customers at the center of all they do; exactly as it should be."

**Digital Marketing Executive, Europe**



## About the Company

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Being one of the world's leading brands among insurance companies and financial service providers the company operates in more than 70 countries and serves more than 85 million private and corporate customers.

## Alerting Users to App Updates

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Many of the company's clients choose to access their accounts via the company's app. The company regularly updates its app to continue providing their customers with the very best experience. Updates are a natural part of app development. Sometimes the changes are small and barely noticeable for customers, like bug fixes or performance improvements. But sometimes the changes are more substantial, such as changes to the user interface, and the way that users need to interact with the app.

The process of updating the app can cause interruptions to the regular service, making it unavailable whilst changes are deployed. The company regularly received complaints from disgruntled customers who could not access the app during this time. They wanted to find a simple way to make customers aware of upcoming changes to ensure that they weren't surprised.





## Keeping Customers Informed Using Push Notifications

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Push notifications are a great way to communicate with users when they're not actively engaging with an app. They are an ideal channel through which to inform users of upcoming downtime, or in-app changes.

Using Insider's mobile push notification technology, the company sent notifications to customers who had interacted with the app within the last seven days, letting them know that the app would be unavailable while they made some improvements.

## Results

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Since introducing the push notifications, the company has not received a single complaint about app update releases.



Insider is a multi-channel digital experience platform for marketers. Accessible from a unified data engine, Insider enables marketers to leverage personalization, predictive segmentation and real-time technologies to boost loyalty and digital growth.