

ASSA Knowledge Center – Branch Design

CULTÉVA

Reinventing branch design to offer same day assisted claim service direct to policy holders



Background

The most renowned insurance provider in Panama plans to expand throughout multiple Latin American countries, and is preparing to grow substantially in a short time span. ASSA's projection suggests that the industry's customer facing business will experience a substantial evolution in the years to come within the retail branches, the smart devices and the online arena.

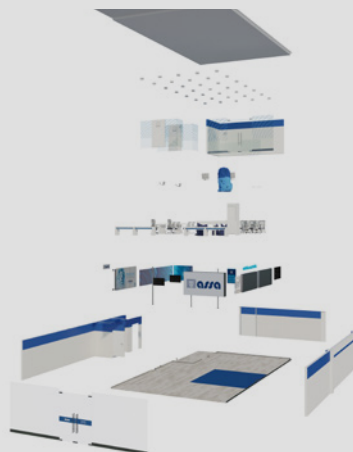


Services completed

- 1 Mission & Vision
- ✓ Strategy & Positioning
- ✓ Naming & Nomenclatures
- ✓ Branding & Identity
- ✓ Marketing & Messaging
- 6 Product Design
- ✓ Retail Store & Online Appearance Design

Challenge

The insurance industry in general is perceived as complicated and insurance policies generally suffer from being lengthy and difficult to comprehend. Additional known challenges are; 67% of the policy holders do not know their own policies; over 70% of purchase decisions are made in-store; there are no measurable effect for printed brochures and pamphlets.



Solution

ASSA Knowledge Centers is a branch design concept providing assisted same-day claim service for policy holders and new sign-up stations.

ASSA Knowledge Centers is divided into customer sales and assistance suites, open educational spaces, closed presentation space for groups, interactive self-help kiosk, claim processing space, automated self-help using QR-codes, children's play area, and online account log-in and learning stations.

The ASSA Knowledge Center branch design was created in collaboration with a long-term business vision, in-house industry specialists and customer experience data.

"Hein and Cultéva inspired us to bring down all barriers for team collaboration. The traditional ASSA is transforming to full open space."

–Eduardo Fabrega, President, ASSA