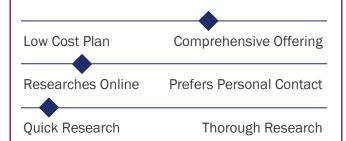
Meet Amanda



Amanda is a freelance graphic designer with two kids. Her husband Mike recently lost his job, and their health insurance is about to run out. Amanda needs to find a plan that will protect her kids and ease her mind. She's never shopped for health insurance before, and finds the thought of it overwhelming.

They don't have a lot of money but it's very important that she has the right healthcare for her kids, especially Jacob, who suffers from asthma.



"We had a plan a few years ago that didn't cover Jacob's inhaler. It was terrible that my insurance company didn't think it was important. Of course we paid for it. But I hate having to make these kinds of choices about my kids' health."

"When I shop for auto insurance it's really easy. I put in my information and up pops three quotes. But choosing health insurance is a job—and one I don't enjoy!"

Create your own Customer Experience Journey Map



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Selecting a Health Insurance Plan Journey with Coolsure Health Insurance

Phase

Goal

Initial Research

Typical time: 1 day to 1 week

Your potential customers starts by gathering ideas. In this stage, companies are discovered and discarded until 1-3 are left to consider. Losing here takes you out of the picture the rest of the way.

Deeper Research

Typical time: 1-2 weeks

As this phase, your customer researches 1-3 companies to find the best match. About half use social to help with their decision-making.

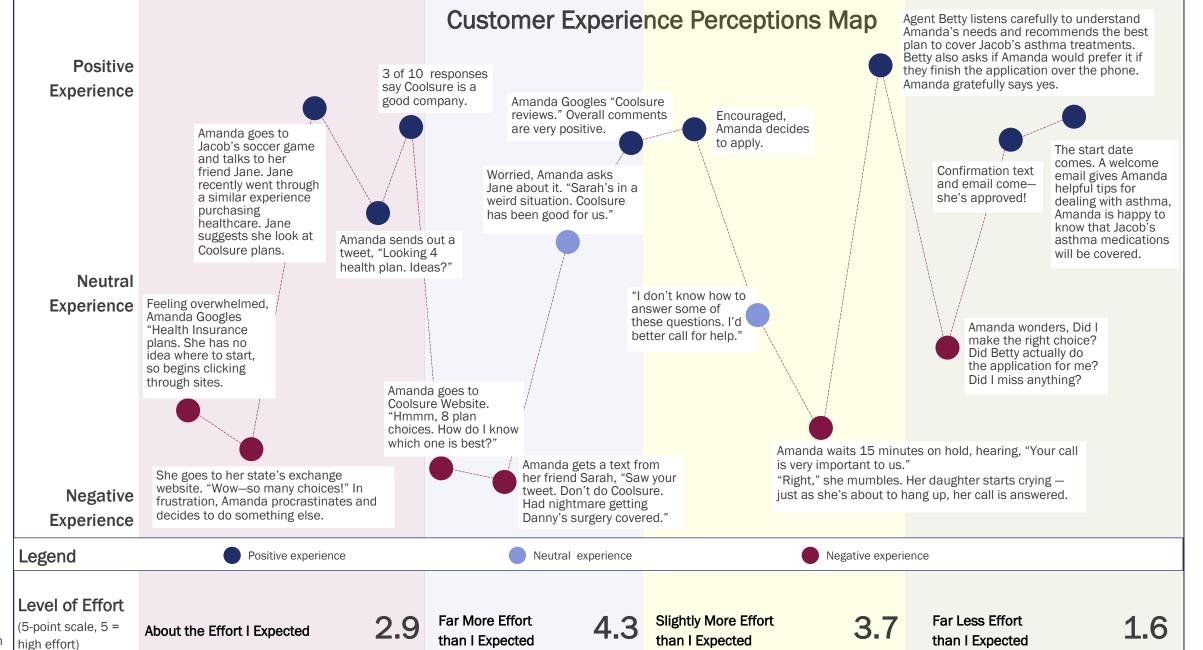
Application

Goal: 30 minutes

The application process is a moment of truth—if this fails, it has long-term impact on your relationship. Some members quit complicated processes and go elsewhere.

Approval and Onboarding

The onboarding process sets the stage for membership. Positive experiences help members make the best use of their plan, setting the stage for renewal. Negative experiences result in attrition.



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