

Customer experience transformation – A look into Saga’s emphasis on improving the customer experience

Saga’s customer experience transformation is truly staggering. In 2013, it was sitting at 223rd place in the [UK CEE rankings](#), with a CEE metric of 6.76. However, in 2014, the brand skyrocketed to 28th place, with a much-improved customer experience excellence score of 7.73. This mammoth leap is due, in no small part, to the brand’s renewed focus on its customers’ needs and emotions.

Saga’s 2014 pillar scores:

Personalisation – 7.69
Time and Effort – 8.28
Expectations – 7.19
Integrity – 7.91
Resolution – 7.47
Empathy – 7.73

Saga is a UK brand specialising in travel, insurance and healthcare, with a customer base largely made up of people over the age of 50. Having operated since 1959, the company offers a range of insurance products which cover everything from cars to cats, and also handles savings accounts, credit cards and mail services.

A personalised approach

Despite the complex, number-based nature of its business, Saga takes a deeply personal approach to customer experience management. For example, the brand has been quick to embrace the one-to-one virtues of social media, with a regularly monitored Facebook page. Here, customers can make complaints or enquiries and receive direct responses within a reasonable timeframe. One of the more recent comments was from a 61 year old lady who asked the brand if it could advise on the best type of holiday for her, as she would be travelling on her own for the first time. Saga responded by saying: “Hi... Thank you for your message. We have a huge range of holidays available with no single supplement and dedicated solo traveller departures, meaning everyone you travel with is also travelling alone. Take a look at the link below – If I can be of any more assistance, please shout and I’ll do what I can for you. Best wishes, Aimee.”

Whilst the brand’s use of first names is useful in creating a more personalised experience, the most interesting aspect of this interaction is the link that Saga provided. The company has a whole section of its website dedicated to singles holidays, put in place for the benefit of travellers with more bespoke needs. On the page, Saga says: “More than a fifth of our customers travel solo, so whether you want to meet new people, travel with a friend but prefer your own room, or simply want some much-needed ‘me’ time, you’ll find nothing is too much trouble on our singles holidays...”

And when Saga says that “nothing is too much trouble,” it appears to mean it. The brand goes to great lengths to look after its customers in an efficient manner, and this has played a key part in its recent customer experience transformation. One of its latest innovations is its deployment of apps for various aspects of its business. One of these is the Saga Health app, which the brand describes in the following way: “At Saga, we like you to be fully informed about every aspect of your health. The Saga app allows Saga members and non-members to access information they need to be fully informed, no matter when or where they need it, so that you have the most up-to-date Saga approved factsheets and providers at your fingertips.” It also allows members to make healthcare claims by entering their pre-authorisation details, and then locate the nearest Saga-approved providers in their area. This is particularly useful for customers who may need to conduct their business on the move, and may not have time to sit down at a computer or speak to a person over the phone. As such, Saga’s embracement of smart phones and social media channels has played a significant part in its recent customer experience success, particularly in the pillars of Personalisation and Time and Effort.

Tamsin Jenkins, KPMG Nunwood’s Head of Customer Experience Excellence, believes the company is set to reach even greater heights in the future. “Saga has already seen a significant customer experience transformation in the travel sector,” she says. “Having risen 195 places since 2013, its renewed emphasis on CEM has helped the brand find new, effective ways to engage with its customers. We expect to see great things from Saga in the years ahead.”