

AXA S.R

Tracking Service Quality
& Improving Performance



Winning in the eXperience Economy
with better Creative and Media performance.

Collect agency assessments to track quality of
service & taking concrete actions to improve
creative and media performance.

Engineering Value with Technology

CapVentis



qualtrics^{XM}

CHALLENGE

AXA is the world's number one insurance brand, with a presence in 64 countries and 107 million clients.

Helping individuals, businesses and societies to thrive, AXA is an innovator fostering progress in all its dimensions.

As a part of its Media and Advertising activities, AXA wanted to assess its agencies to ensure a correct level of client servicing and to monitor the integrated model in place for pilot markets.

SOLUTION

AXA invested in Qualtrics to redesign a biannual 360° agency assessment programme, aiming to improve internal processes and to measure satisfaction in all entities.

Capventis designed and built a reusable solution to deploy the assessment across corresponding entities. The process is executed in a single tool from start to finish, including assessment surveys with custom scoring capacities and a detailed dynamic results dashboard.

VALUE

- Improve organization mapping to better reflect the workstreams between AXA and its creative and media agencies.
- Use ad-hoc scoring methodology to assess collaboration more accurately
- Transparently share results between organizations.

Real Time Progress Tracking Capacity

Using Performance Metrics

"In a complex environment, Capventis helped us create a robust methodology that allowed us to roll-out the assessment project smoothly."

Alice Pellerin,
Global Brand PMO,
AXA

For more information, contact Marketing, Claire Gazzini
claire.gazzini@capventis.com