

# Assistance Metrics

## Consumer Attitudes to and Use of Assistance with Everyday Problems in the UK

### Report Prospectus

*November 2009*

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## What is the research?

*Assistance Metrics: Consumer Attitudes to and Use of Assistance with Everyday Problems in the UK* is a study of 40 types of assistance available to consumers, designed to provide unique insights into this market and its potential for development.

It covers eight broad categories of assistance, namely computing assistance, concierge services, health / travel assistance, home assistance, legal / tax / unemployment assistance, personal assistance, personal identity and security assistance, and road assistance.

The breadth of this coverage and the nature of the questions that were put to consumers provide an understanding of what types of assistance consumers value most, how often they need help, how they receive help, and how they pay for it.

It identifies which consumer segments are the most likely to pay for assistance, which are the largest types of assistance currently most likely to be paid for in advance, and which types have the greatest untapped demand.

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## What is the rationale?

Finaccord has developed its report titled *Assistance Metrics: Consumer Attitudes to and Use of Assistance with Everyday Problems in the UK* to provide detailed information about the demand for assistance services.

Consumers have potential needs for assistance across a very wide variety of areas, but only some of these are met by existing services. Therefore, the opportunity exists for companies to provide a broader range of services to meet customers' needs, either as stand-alone policies, as assistance packages, or as additions to other core services. For example:

- home emergency companies can reach customers spread geographically across the country: what other services could be provided through using such a network?
- which types of assistance should banks package with premium accounts and credit cards?
- what is the size of the opportunity for personal assistance and concierge services?
- is there potential for a package of work-related assistance?

While some information exists for specific forms of assistance, there is no source that looks across the full scope of assistance types to understand consumer attitudes to this topic as a whole.

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# What are the 40 types of assistance covered?

## Computing assistance

- Fixing or repairing a computer
- Setting up a computer

## Concierge service

- Booking a cultural or sporting event ticket
- Booking a holiday or travel ticket
- Delivering flowers or a gift
- Making a hotel or restaurant reservation
- Seeking advice about leading a 'greener' life
- Taking your car to a garage for a service or MOT
- Washing or valeting a car

## Health / travel assistance

- Resolving a medical problem in the UK
- Resolving a medical problem overseas

## Home assistance

- Dealing with broken window(s) at home
- Resolving a fridge, freezer, washing machine or dishwasher problem
- Resolving a gas boiler or gas central heating problem
- Resolving a pest problem
- Resolving a plumbing or drainage problem
- Resolving an electrical problem

## Legal / tax / unemployment assistance

- Being held liable for third party injury or damage
- Being involved in a work-related dispute
- Being made unemployed
- Making or updating a will
- Receiving a sub-standard product or service
- Submitting a tax return
- Suffering a personal accident or injury

## Personal assistance

- Administrative tasks related to moving home
- Arranging personal grooming at home
- Clearance of general clutter from the home
- General gardening tasks
- General maintenance of the home
- Household cleaning, ironing or laundry
- Looking after or monitoring an elderly relative
- Organising care for your child(ren)
- Organising care for your pet(s)
- Purchasing and driving home groceries

## Personal identity and security

- Experiencing identity fraud
- Loss or theft of bank card or travel documents
- Loss or theft of keys to home or car
- Accidental damage to or theft of mobile phone or other mobile device

## Road assistance

- Being unable to drive
- Breakdown of car or other vehicle

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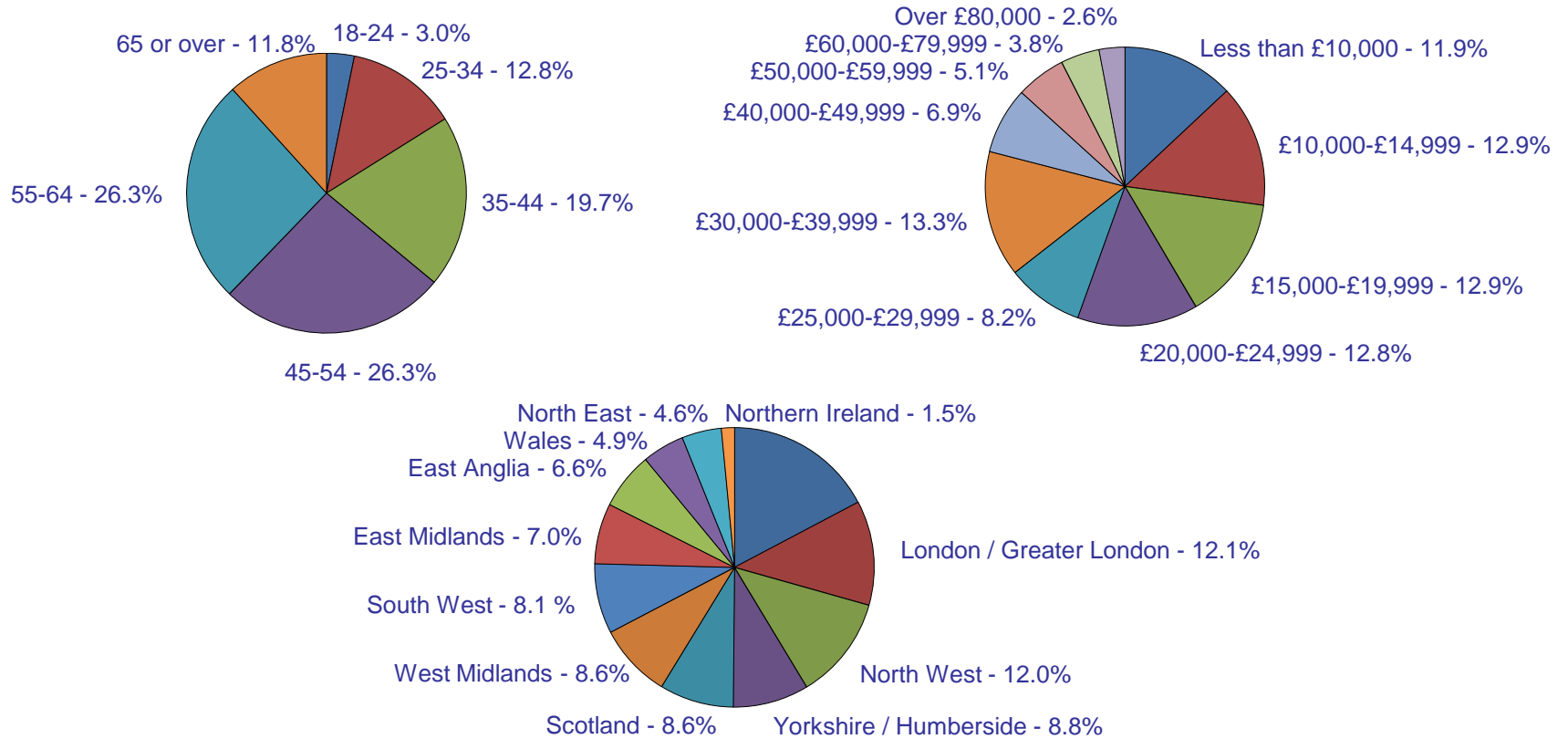
## What methodology has been used?

*Assistance Metrics: Consumer Attitudes to and Use of Assistance with Everyday Problems in the UK* is based on the results of an online survey carried out in October 2009 using the Internet consumer panel of mo'web research.

Surveys were submitted online by 1,250 consumers breaking down by age group, household income band and geographical location as shown on the following page. The split by gender was 49.9% female, 50.1% male.

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# How does the consumer sample break down?



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## What is the report structure?

0. *Executive Summary*: providing a concise evaluation of the principal findings of the report.

1. *Introduction*: offering a rationale for the report and stating what it provides.

2. *Overview*: this chapter provides an analysis of consumer attitudes to and use of assistance as a whole, looking at:

- the demographics of who buys assistance, to identify the key customer segments;
- which types of assistance are most highly valued;
- which are the most frequent problems and tasks faced by consumers;
- the size of the current and potential markets for pre-paid assistance;
- specific opportunities for growth, and how these can be met;
- how consumers currently pay for assistance.

3. *Attitudes to and Use of 40 types of Assistance*: for each type of assistance, the report presents data on how useful consumers perceive external help to be, how often they face the related task or problem, and how they currently resolve these tasks or problems when they occur.

## What are the key features of the research?

Key features of this research include:

- unique data on consumers' attitudes to and propensity to use assistance generally;
- unrivalled breadth of scope, to see how attitudes vary across a very wide range of types of assistance;
- comparisons of consumers' perceptions of value, frequency of need and of how they currently pay for assistance, in order to identify the key customer segments and key products for this market;
- quantified estimates both for the current size of the market for pre-paid assistance and for the potential size of the market for each type of assistance, measured by subscribing households;
- detailed results for each of these 40 types of assistance, showing exactly what consumers think of them, how often they face the underlying task or problem, how they currently obtain assistance in each case, and how they pay for this, if at all.

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## Who can use the research?

1. *Assistance providers*: companies already providing assistance services in the UK will gain insight into consumer attitudes across a much broader range of assistance types, to help them to identify areas for development outside their existing business both by customer segment and by product;
2. *Insurance underwriters*: all kinds of personal lines insurance underwriter can assess how much of the assistance market they currently capture and how much is provided by alternative means, in order to size the opportunity for growth by promoting assistance cover with their policies;
3. *Banks and credit card companies*: premium and paid-for bank accounts and payment cards can be made more attractive to customers if they add value through assistance services; this report can aid the design of packaged accounts and higher value payment cards by identifying the services that customers are most likely to want;

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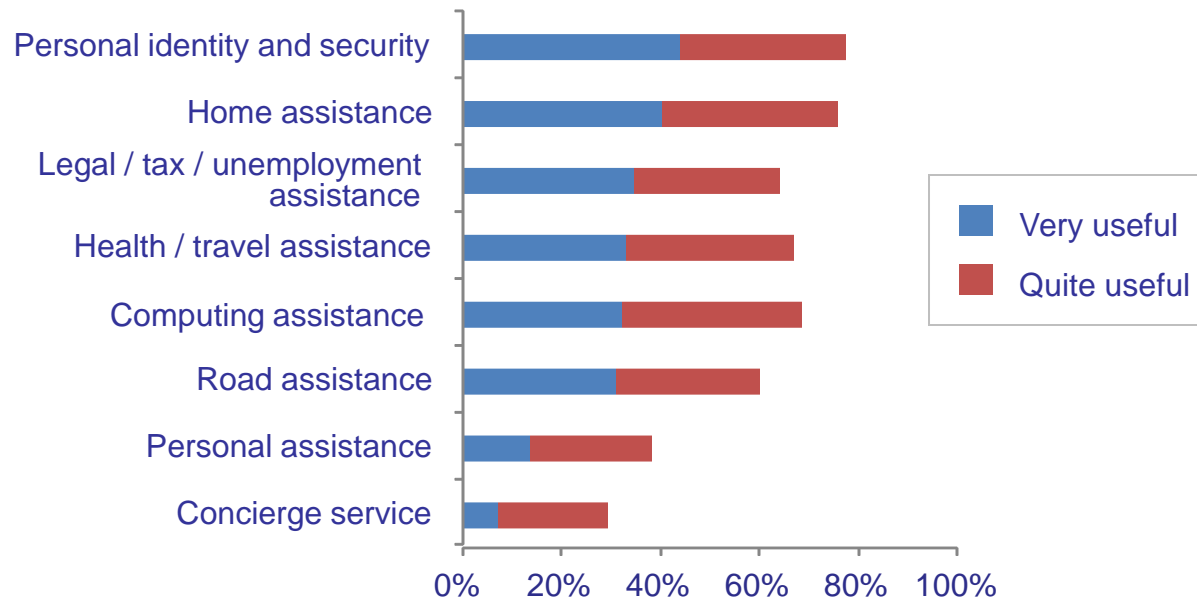
## Who can use the research? (cont.)

4. *Concierge service providers*: concierge services are used by specific customer niches rather than the mass market as a whole; this report helps to identify which customer segments are most interested in these services, which services have the widest appeal, and how new distribution channels could extend the customer base;
5. *Major consumer-facing organisations*: evolving customer needs for different types of assistance throw up new opportunities for major consumer-facing organisations seeking to extend their customer proposition and to enhance their brand - these could include automotive manufacturers, retailers, telecoms firms and utilities;
6. *Management consultancies*: are you helping any of the aforementioned types of organisation to develop their strategy for offering assistance, for building customer loyalty or for diversifying their revenue streams? If so, this study will provide you with unique insights into customers' need for assistance services.

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## What are some of the key findings?

- Overall, consumers place most value on assistance with personal identity and security problems, and with home emergencies



% of respondents who view external assistance as 'very' or 'quite' useful

Source: Finaccord analysis of mo'web survey

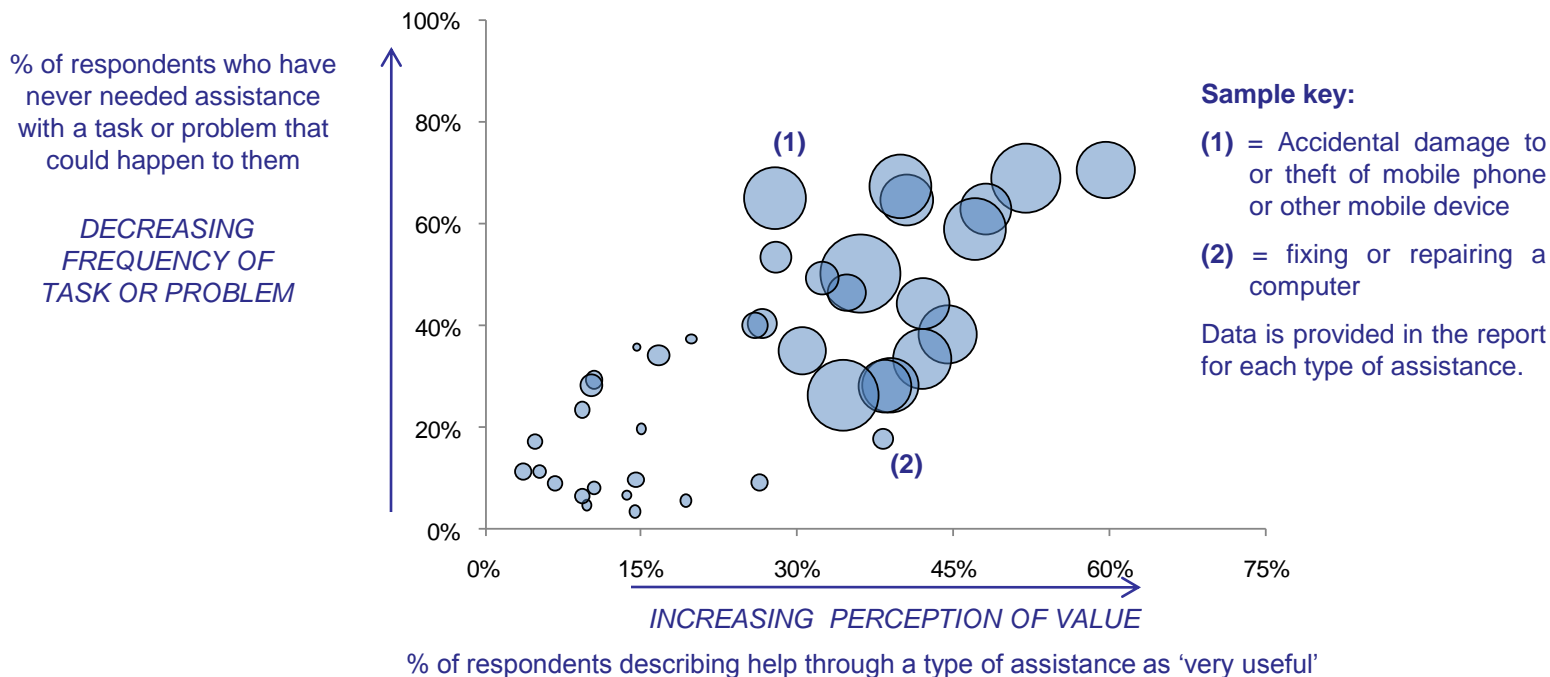
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# What are some of the key findings? (cont.)

## 2. Consumers value - and pay for - assistance with problems that rarely happen to them, not with common tasks

● Area of bubble represents number of households currently paying for each type of assistance in advance

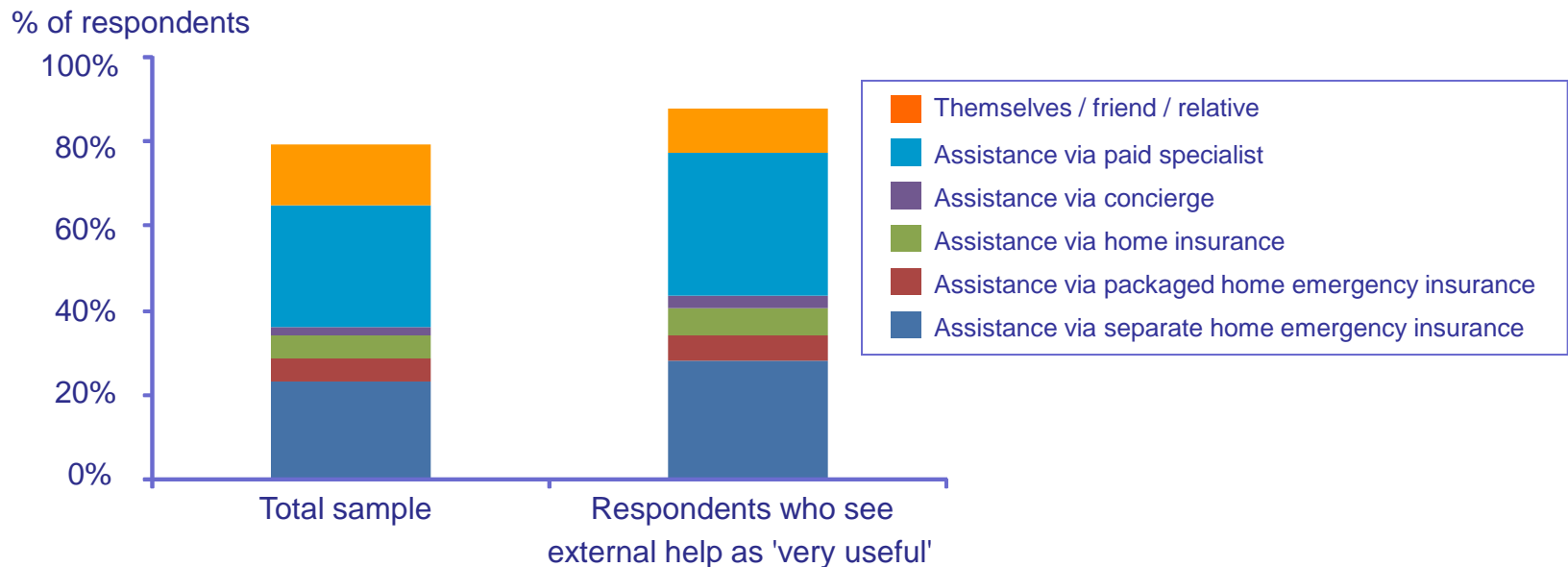


Source: Finaccord analysis of mo'web survey

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## What are some of the key findings? (cont.)

3. For problems associated with gas boilers or gas central heating, over a third of all respondents believe that they possess pre-paid cover in one form or another with the percentage rising further among those who view external help as being 'very useful'



Source: Finaccord analysis of mo'web survey

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## What are some of the key findings? (cont.)

Key findings from the executive summary include:

- age and income are key demographic variables, with young adults, the retired, and high income households as three major target segments;
- consumers who pay for assistance are more likely to live in cities than the countryside, thus containing the cost of servicing them in person;
- the value placed by consumers on assistance increases with the rarity of the underlying task or problem, implying a low utilization or claims frequency in many instances;
- according to Finaccord's analysis, assistance with repairing a computer is the largest latent market for assistance;
- a wide variety of consumer-facing companies could become distributors for assistance services, developing their relationship with their customers and enhancing their brands.

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## What is the cost and format?

*Assistance Metrics: Consumer Attitudes to and Use of Assistance with Everyday Problems in the UK* is available as a standard Adobe Acrobat PDF document and / or hard copy. Costs for this research and related studies about consumer financial services are as follows:

<b>REPORT</b>	<b>COST</b>	<b>FORMAT</b>
Assistance Metrics: Consumer Attitudes to and Use of Assistance with Everyday Problems in the UK	£1,795	c. 180 pages
Channel Metrics: Trends in Consumer Distribution Channel Usage in UK Financial Services	£2,995	c. 300 pages
Affinity Metrics: Consumer Usage of Affinity Distribution Channels in UK Financial and Other Services	£1,495	c. 120 pages
Brand Metrics: Consumer Awareness of and Attitudes Towards Brands in UK Financial Services	£1,495	c. 150 pages
Net Metrics: Cons. Usage of On-Line Aggregators, Brokers and Other Ints. in UK Insurance / Banking	£1,495 each	c. 130 pages
Partner Metrics: Consumer Attitudes Towards and Willing. to Use Alternative Providers in UK Fin. Svs.	£1,795	c. 230 pages

*VAT at the prevailing rate will be added to the basic price except for where the request is for hard copy only.*

*Costs quoted are for a single site user licence only.*

*For corporate user licence options, please see the next slide for further details.*

*Printing and postage costs of up to £50 per title will be payable if hard copy is required.*

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## How can the research be purchased?

Simple. Just go to the relevant area of the Finaccord web site available at [http://www.finaccord.com/order\\_uk\\_cfsr.htm](http://www.finaccord.com/order_uk_cfsr.htm) and fill in the online order form, clearly indicating:

- report required
- type of corporate user licence, if required \*
- billing name
- address and e-mail address
- purchase order number, if applicable

Please allow up to one working day for the delivery of electronic copy by e-mail.

\* For the **corporate user licence** please choose one of the following options:

1. One office, one country: no supplement over and above basic cost of reports ordered
2. Multiple offices, one country: additional 20% over and above basic cost of reports ordered
3. Multiple offices, two to ten countries: additional 50% over and above basic cost of reports ordered
4. Global (unlimited offices in unlimited countries): additional 100% over and above basic cost of reports ordered

*VAT at the prevailing rate will be added to the price of any corporate user licence acquired by UK-based buyers.*

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