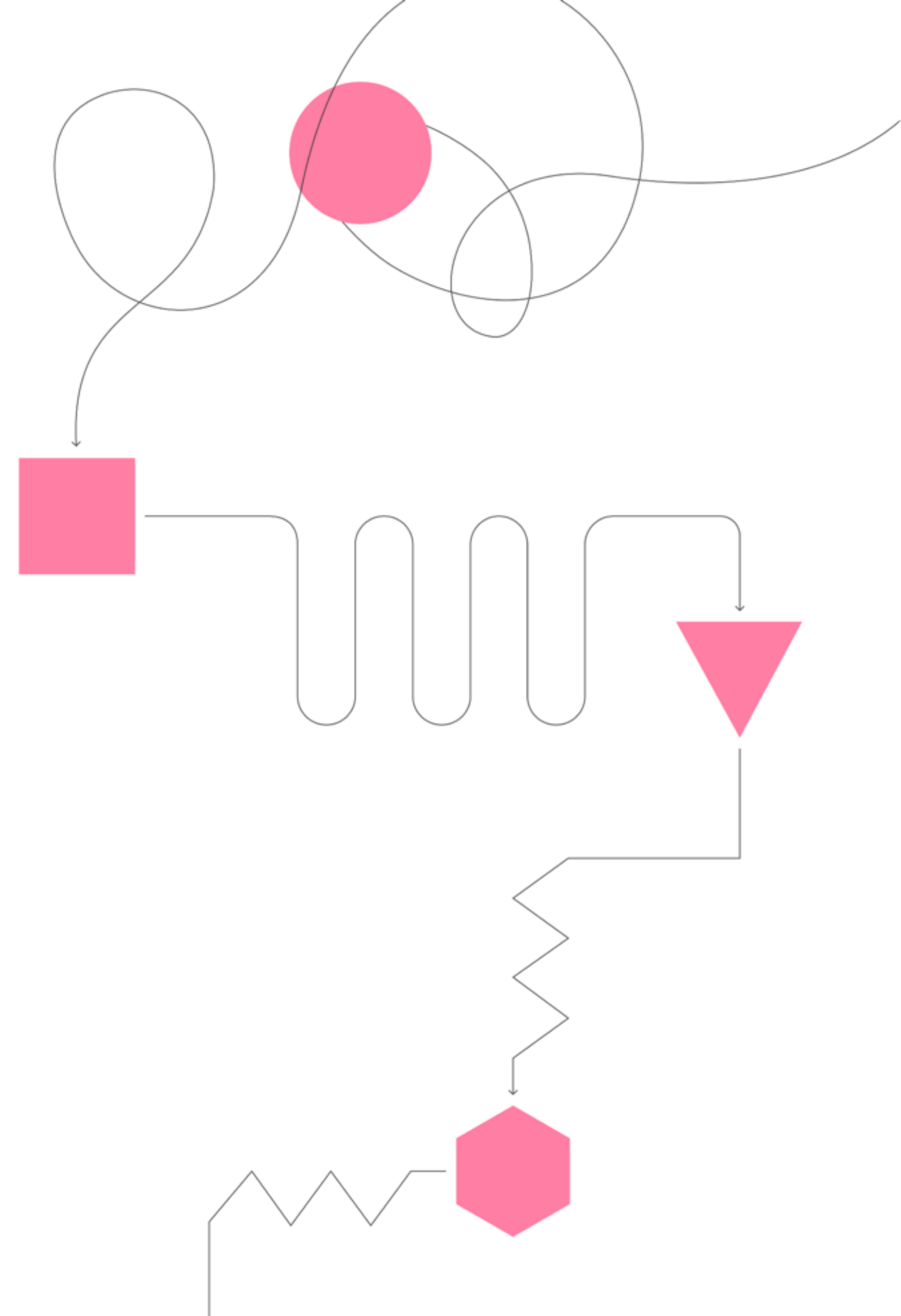


Each&Other | UX Agency of the Year

European Agency Awards 2024

Overview #2





A deep, UX-led programme to transform sales & CX in both B2B & B2C

A 6+ year partnership, delivering cost savings, increased revenue, and massive positive NPS swings.

Based on deep customer insight and data analysis, and UX process, we were able to achieve several key results, including:

- + 60 NPS in key journeys
- + Overall satisfaction doubled
- + 42% adoption within year 1
- 63% call volumes (in targeted workflows)
- 1m+/year cost savings

The image displays a collage of digital assets. On the left is a Zurich landing page for 'YourLife' insurance, featuring a 'Let's get started' button and a 'How it works' section with three steps: 'Receive your quote', 'Choose your package / policy', and 'Complete your application and pay'. Below this is a 'How is it different' section with five icons and text describing benefits like 'Choose from coverage up to AED 750,000' and 'Absolutely no medical tests'. At the bottom is a 'Get a plan then add extras' section with a 'Start application' button.

In the center is an MGM CRM dashboard showing a 'PROSPECTS' tab with a count of 15, and a 'PIPELINE' tab. It includes a 'SEND FACT FIND' button and a 'PRE SALES REPORT' button. Below these are filters for 'STATUS' and a list of items with various icons and status indicators.

On the right is a pension projection chart titled 'What will this look like at'. It shows a line graph comparing 'Current' (blue) and 'Projected' (green) pension fund values. The 'Current' value is €198k and the 'Projected' value is €304k. Below the chart, it states 'Based on the following contributions: Current €208/month, Updated €408/month'.

MULTI-REGION | INSIGHT | TESTING

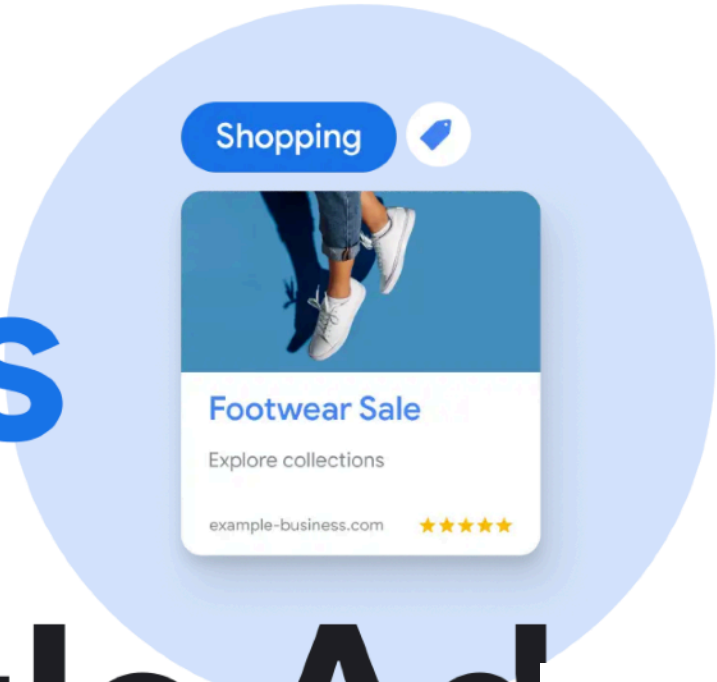


Analysing & guiding improvements in customer acquisition journeys across the markets

Google trusts us to deliver customer insights that drive growth and retention for Google Ads.

We work in revenue channels worth billions in seven languages, across EMEA, North & South America, and APAC.

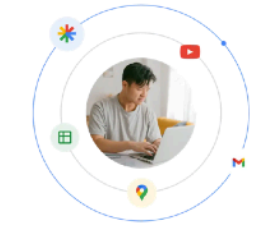
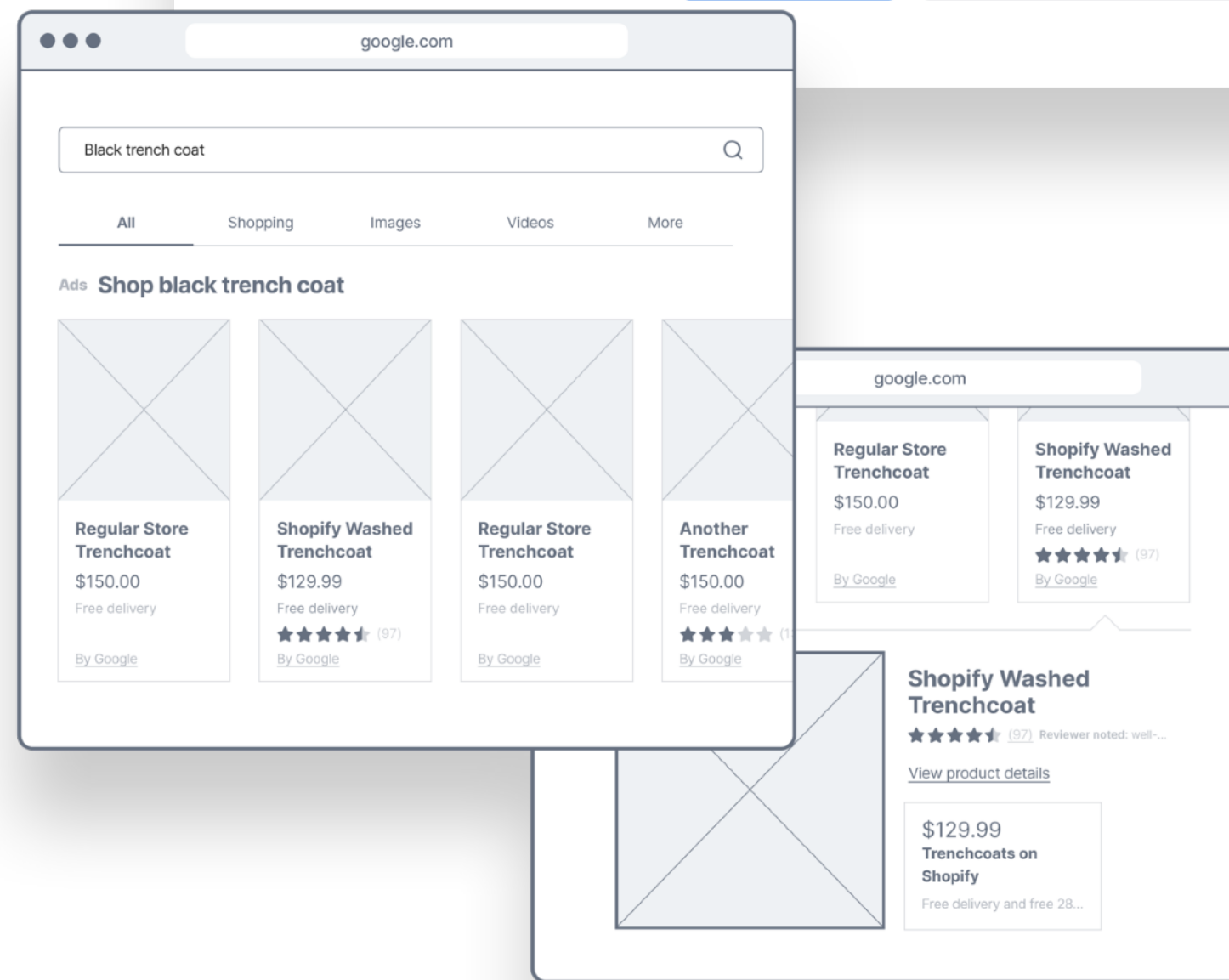
Drive sales with Google Ad



For whatever matters most, make it easier for potential customers to find your business with Google

Start now

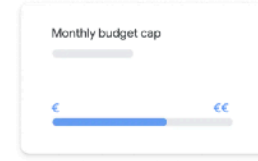
Start with an expert



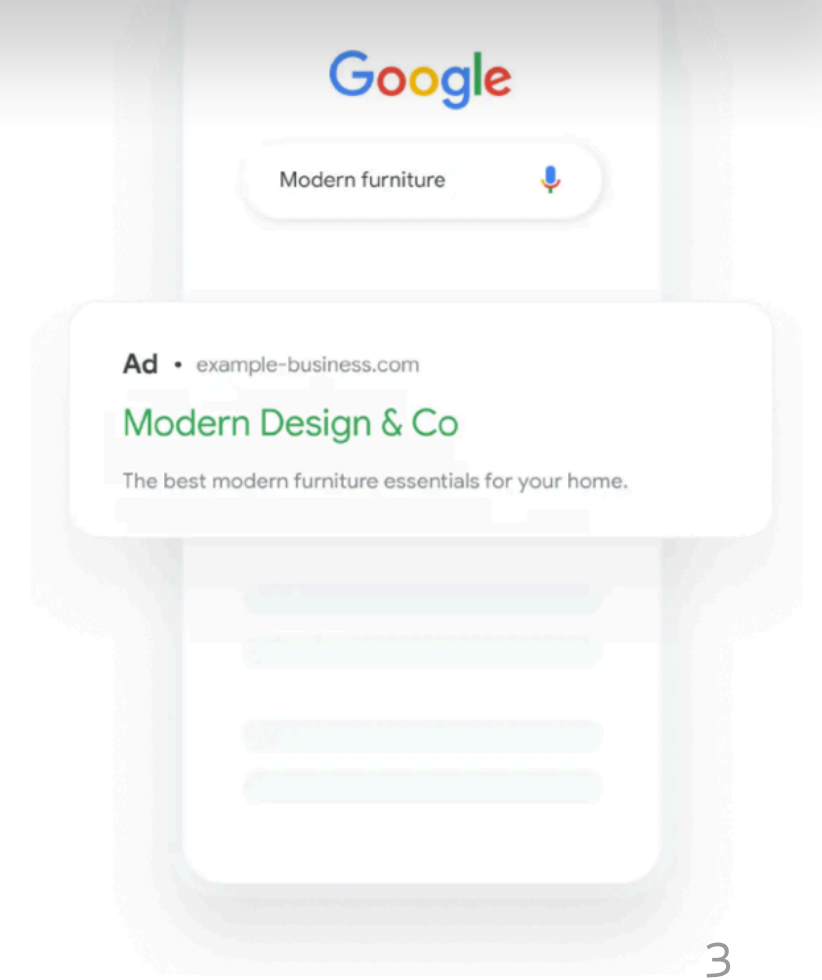
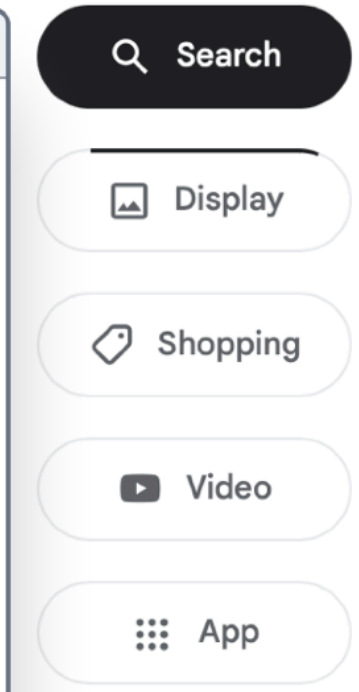
Reach customers wherever they are
Show up at the right time and place across the vast Google Ads ecosystem. Let Google's AI find your best performing ad formats across Youtube, Discover, Search, and more, to maximise conversions.



Track, learn, and optimise for ROI
Track conversions to get unmatched audience insights. Google's budget-optimising automation helps you capture new customer opportunities with the highest ROI.



Stay in full control of your budget
Get recommendations, decide your monthly budget, and adjust at any time. Google technology helps you measure results and make the most of your ad spend.



Thanks for reading!

Each&Other

We're an award-winning global product and UX design company. As UX specialists, we help companies transform their customer experience; we focus on user needs and make complex systems brilliantly easy to use. Find out more about how we work on our [site](#) →

