# Helping customers support and protect their tech

**Asurion + Amazon**
Amazon Coverage+ Plan




Design led by Ed Yahn 2019

Learn more about Design by Ed Yahn

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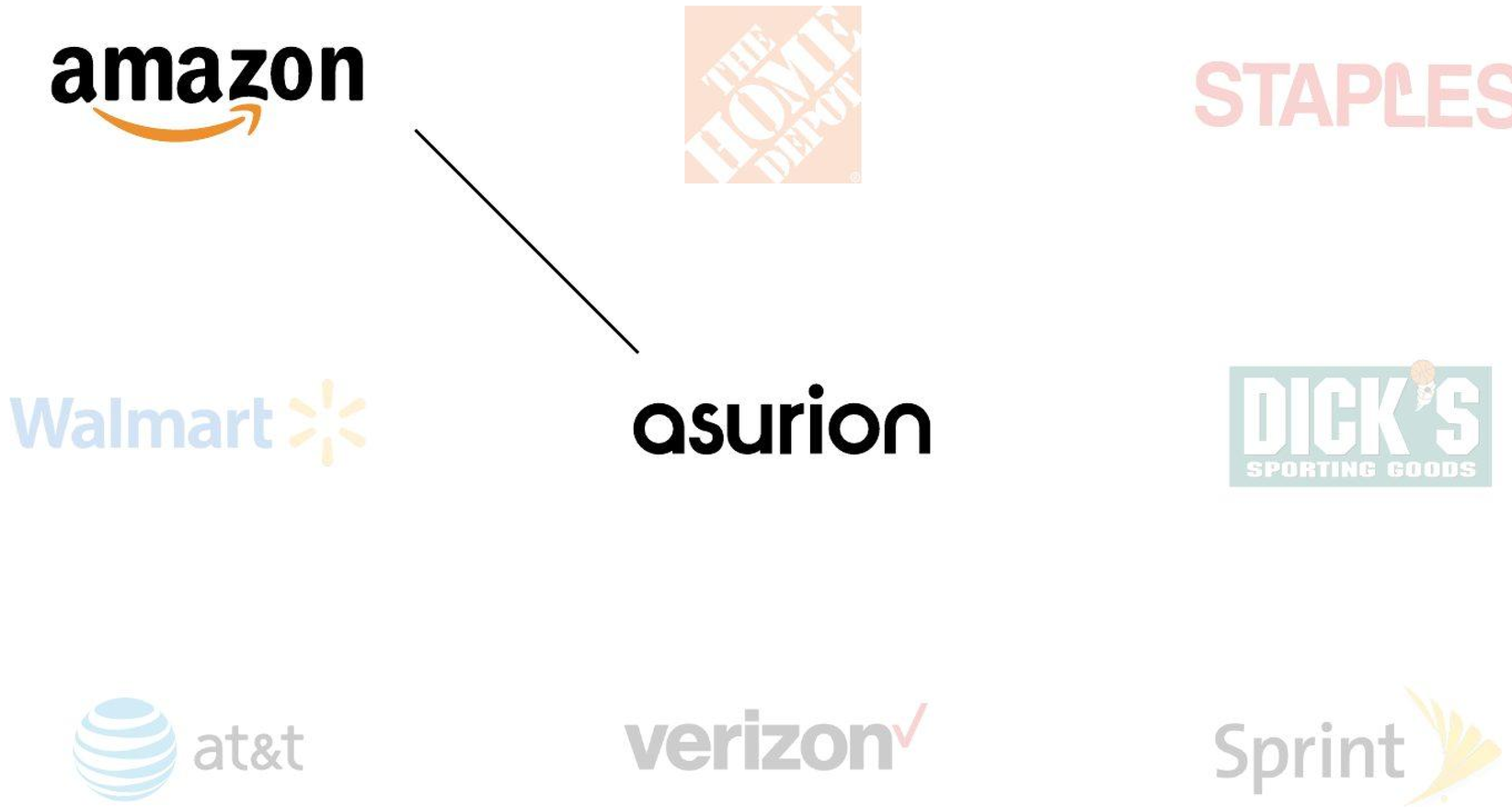
## The Asurion and Amazon partnership

Asurion is a leading provider of product insurance, protection, and support services for cell phones, consumer electronics, and home appliances.

Our clients included large retailers like Amazon, Walmart, Verizon, AT&T, Staples, and Home Depot. Most of our customer experiences were white label. Customers thought they were interacting directly with retailers when getting tech support or filing claims on their affected products.

Asurion was Amazon's exclusive partner for product protection and support. To fill a market gap not covered by home owner's insurance, we launched a new multi-device plan that covered up to 10 electronics purchased through Amazon.

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# How does Amazon home tech support and protection work?

- Create a vision for how Amazon customers discover, purchase, set up, and use a multi-device plan
- Design frictionless customer experiences between Amazon and Asurion products and services
- Determine how customers interact with both multi-device plans and standard single-product protection plans
- Introduce Asurion's new branding in their product experiences
- Influence priority planning across Asurion and Amazon product teams

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## Design team

I was the senior manager of Asurion's retail design team. We were responsible for designing end-to-end experiences for customers that purchased product protection and tech support.

I worked closely with the Claims Platform designers on my team who were responsible for designing customer-facing experiences. We collaborated with Amazon stakeholders to understand how their website worked, workshop ideas, and discuss new product concepts.

Together, we created a vision for a new multi-device home tech coverage plan for Amazon customers, code-labeled labeled Amazon Coverage+.

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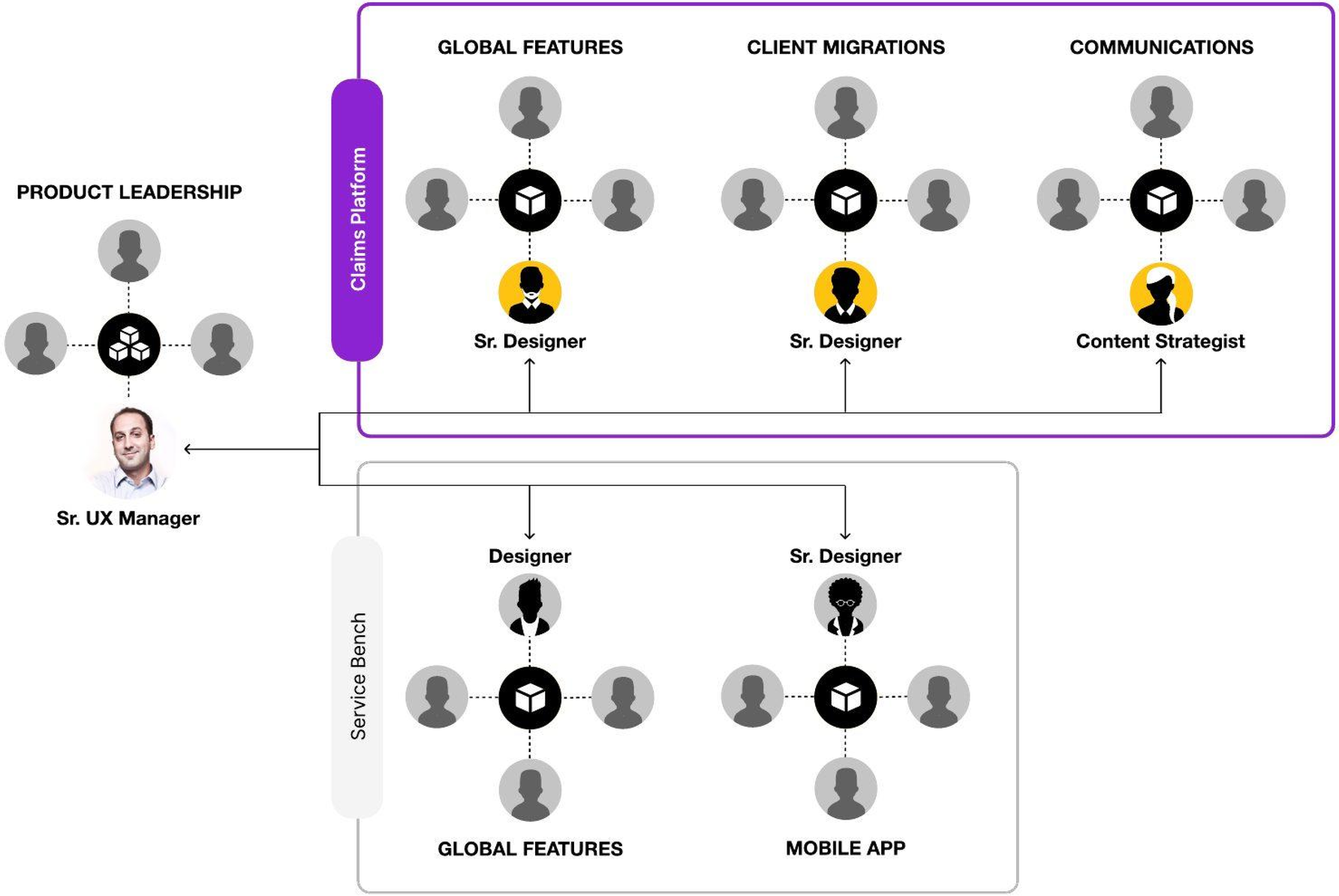


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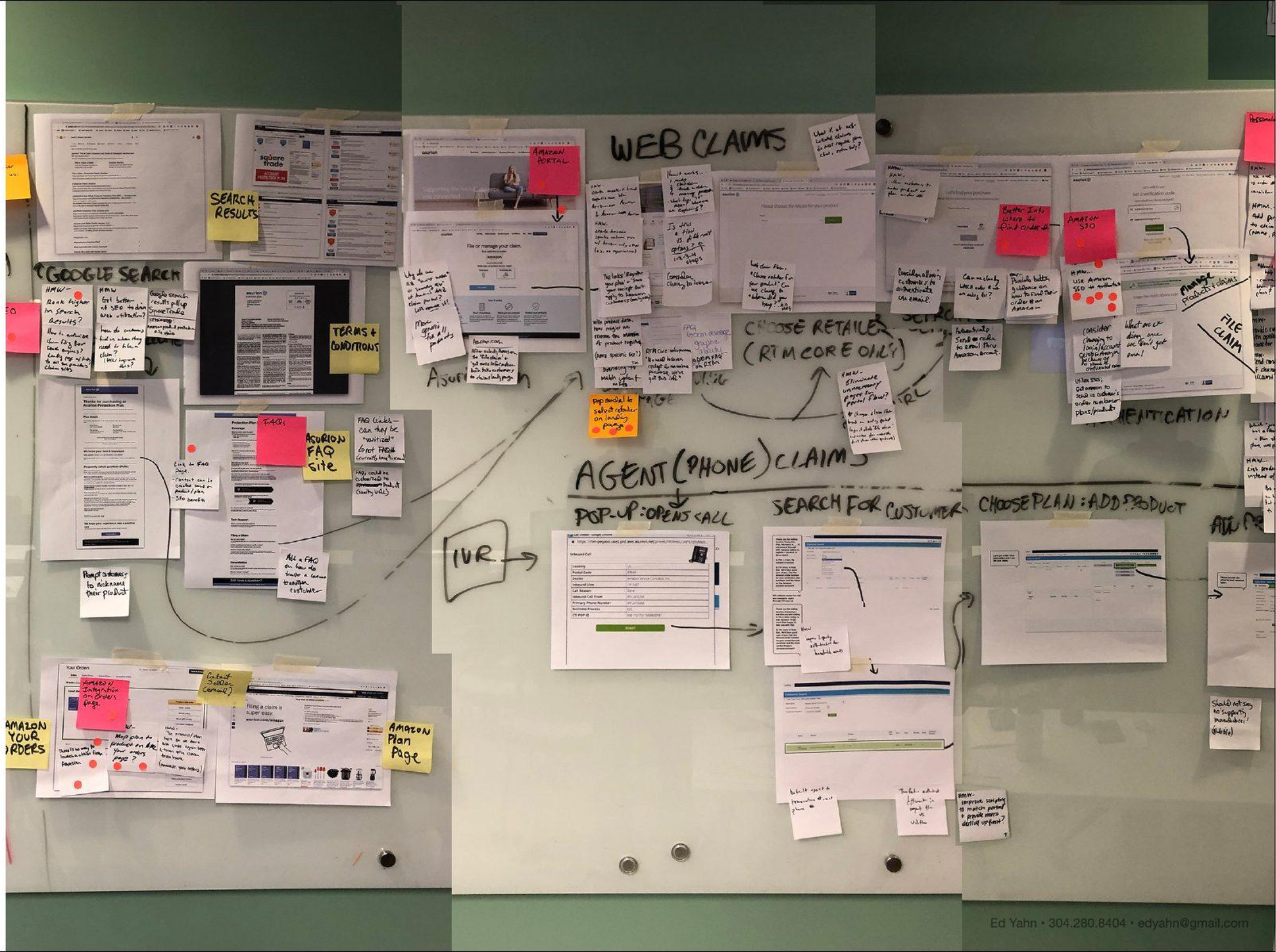
## Design workshop with Asurion & Amazon stakeholders

After Asurion was awarded an exclusive partnership with Amazon, my team planned and facilitated a 2-part design workshop to generate ideas for CX improvements to existing product protection, and a vision for a new multi-device home tech coverage plan for Amazon customers.

Marketing, product, and business stakeholders from Asurion and Amazon gathered for 4 days to hash out the beginnings of a marketing and product strategy.

We externalized the existing customer journey of Amazon product protection, identified opportunities for improvement, and generated new ideas.

We then collected ideas for how new multi-device marketing and product experiences might be incorporated.

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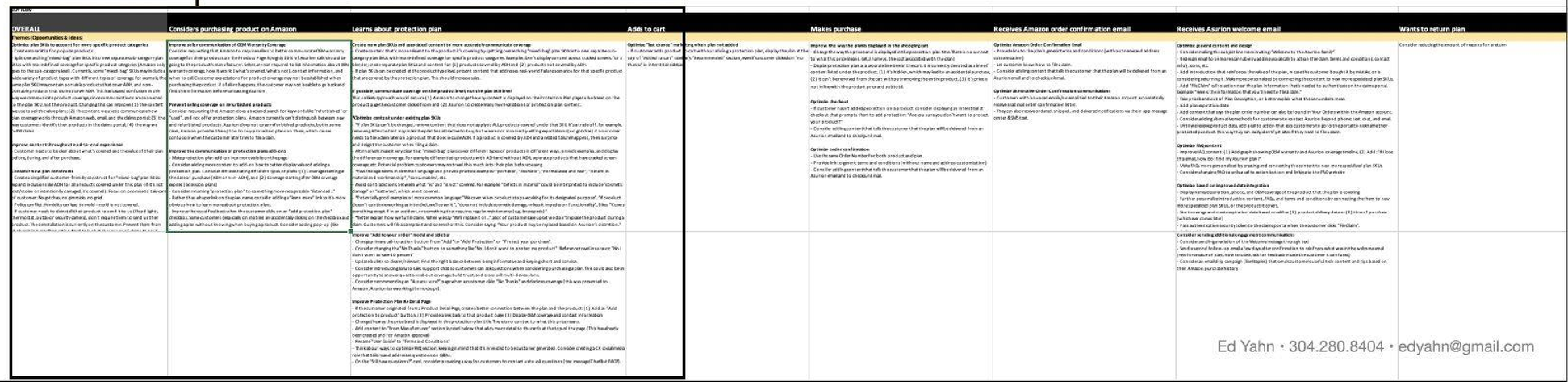
## Synthesis

After the workshop, my team synthesized ideas into a spreadsheet that was used to communicate results to participants. Themed ideas were clarified and organized by steps in the customer journey.

Ideas were prioritized based on stakeholder feedback and additions. My team used the results to inform a north star prototype for what a multi-device plan could look like while improving the existing CX.

| | A | B | C | D |
|---|---|---|---|---|
| 1 | **BUY FLOW** | | | |
| 2 | **OVERALL** | **Considers purchasing product on Amazon** | **Learns about protection plan** | **Adds to cart** |
| 3 | **Themes (Opportunities & Ideas)** | | | |
| 4 | **Optimize plan SKUs to account for more specific product categories**<br>- Create more SKUs for popular products<br>- Split overarching "mixed-bag" plan SKUs into new separate sub-category plan SKUs with more defined coverage for specific product categories (Amazon only goes to the sub-category level). Currently, some "mixed-bag" SKUs may include a wide variety of product types with different types of coverage. For example, the same plan SKU may contain portable products that cover ADH, and non-portable products that do not cover ADH. This has caused confusion in the way we communicate product coverage, since communications are connected to the plan SKU, not the product. Changing this can improve: (1) the content we use to sell the value plans; (2) the content we use to communicate how plan coverage works through Amazon web, email, and the claims portal; (3) the way customers identify their products in the claims portal; (4) the way we fulfill claims<br><br>**Improve content throughout end-to-end experience**<br>- Customer needs to be clear about what's covered and the value of their plan before, during, and after purchase.<br><br>**Consider new plan constructs**<br>- Create a simplified customer-friendly construct for "mixed-bag" plan SKUs: expand inclusions like ADH for all products covered under this plan (if it's not lost/stolen or intentionally damaged, it's covered). Focus on promise to take care of customer: No gotchas, no gimmicks, no grief.<br>- Policy conflict: Humidity can lead to mold - mold is not covered.<br>- If customer needs to deinstall their product to send it to us (flood lights, thermostat, outdoor security camera), don't require them to send us their product. The deinstallation is currently on the customer. Prevent them from the hassle/expense/bad rating. Need to look at the volume of claims to see if viable.<br>- Don't sell plans on products with long OEM terms, unless we offer endorsements. | **Improve seller communication of OEM Warranty Coverage**<br>Consider requesting that Amazon to require sellers to better communicate OEM warranty coverage for their products on the Product Page. Roughly 50% of Asurion calls should be going to the product's manufacturer. Sellers are not required to list information about OEM warranty coverage, how it works (what's covered/what's not), contact information, and when to call. Customer expectations for product coverage may not be established when purchasing the product. If a failure happens, the customer may not be able to go back and find this information before contacting Asurion.<br><br>**Prevent selling coverage on refurbished products**<br>Consider requesting that Amazon does a backend search for keywords like "refurbished" or "used", and not offer protection plans. Amazon currently can't distinguish between new and refurbished products. Asurion does not cover refurbished products, but in some cases, Amazon provides the option to buy protection plans on them, which causes confusion when the customer later tries to file a claim.<br><br>**Improve the communication of protection plans add-ons**<br>- Make protection plan add-on box more visibile on the page.<br>- Consider adding more content to add-on box to better display value of adding a protection plan. Consider differentiating different types of plans: (1) Coverage starting at the date of purchase [ADH or non-ADH], and (2) Coverage starting after OEM coverage expires [Extension plans]<br>- Consider renaming "protection plan" to something more recognizable: "Extended…"<br>- Rather than a hyperlink on the plan name, consider adding a "learn more" link so it's more obvious how to learn more about protection plans.<br>- Improve the visual feedback when the customer clicks on an "add protection plan" checkbox. Some customers (especially on mobile) are accidentally clicking on the checkbox and adding a plan without knowing when buying a product. Consider adding pop-up (like Prime?) so customers know what they are buying, or show protection graphic with product photo. | **Create new plan SKUs and associated content to more accurately communicate coverage**<br>- Create content that's more relevent to the product it's covering by spitting overarching "mixed-bag" plan SKUs into new separate sub-category plan SKUs with more defined coverage for specific product categories. Examples: Don't display content about cracked screens for a blender; create separate plan SKUs and content for (1) products covered by ADH and (2) products not covered by ADH.<br>- If plan SKUs can be created at the product type level, present content that addresses real-world failure scenarios for that specific product that are covered by the protection plan. This should increase sales.<br><br>**If possible, communicate coverage on the product level, not the plan SKU level**<br>This unlikely approach would require (1) Amazon to change the way content is displayed on the Protection Plan page to be based on the product page the customer clicked from and (2) Asurion to create many more variations of protection plan content.<br><br>***Optimize content under existing plan SKUs**<br>- *If plan SKUs can't be changed, remove content that does not apply to ALL products covered under that SKU. It's a trade off. For example, removing ADH content may make the plan less attractive to buy, but we are not incorrectly setting expectations (no gotchas) if a customer needs to file a claim later on a product that does include ADH. If a product is covered by ADH and a related failure happens, then surprise and delight the customer when filing a claim.<br>- Alternatively, make it very clear that "mixed-bag" plans cover different types of products in different ways, provide examples, and display the differences in coverage. For example, differentiate products with ADH and without ADH; separate products that have cracked screen coverage, etc. Potential problem: customers may not read this much into their plan before buying.<br>- *Rewrite legal terms in common language and provide practical examples: "portable", "cosmetic", "normal wear and tear", "defects in material and workmanship", "consumables", etc.<br>- Avoid contradictions between what "is" and "is not" covered. For example, "defects in material" could be interpreted to include "cosmetic damage" or "batteries", which aren't covered.<br>- *Potentially good examples of more common language: "We cover when product stops working for its designated purpose", "If product doesn't continue working as intended, we'll cover it.", "does not include cosmetic damage, unless it impedes on functionality", Bikes: "Covers everything except if in an accident, or something that requires regular maintenance (e.g., brake pads)"<br>- *Better explain how we fulfill claims. When we say "We'll replace it or…", a lot of customers are upset we don't replace the product during a claim. Customers will file a complaint and screenshot this. Consider saying: "Your product may be replaced based on Asurion's discretion." | **Optimize "last chance" marketing when plan not added**<br>- If customer adds product to cart without adding a protection plan, display the plan at the "Added to cart" sidebar's "Recommended" section, even if customer clicked on "no interstitial sidebar. |
| | | | **Improve "Add to your order" modal and sidebar**<br>- Change primary call-to-action button from "Add" to "Add Protection" or "Protect your purchase".<br>- Consider changing the "No Thanks" button to something like "No, I don't want to protect my product". Reference travel insurance: "No I don't want to save 40 percent"<br>- Update bullets so clearer/relevant. Find the right balance between being informative and keeping short and concise.<br>- Consider introducing Soluto sales support chat so customers can ask questions when considering purchasing a plan. This could also be an opportunity to answer questions about coverage, build trust, and cross-sell multi-device plans.<br>- Consider recommending an "Are you sure?" page when a customer clicks "No Thanks" and declines coverage (this was presented to Amazon; Asurion is reworking the mockups).<br><br>**Improve Protection Plan A+ Detail Page**<br>- If the customer originated from a Product Detail Page, create a better connection between the plan and the product: (1) Add an "Add protection to product" button, (2) Provide a link back to that product page, (3) Display OEM coverage and contact information<br>- Change the way the price band is displayed in the protection plan title. There is no context to what this price means.<br>- Add content to "From Manufacturer" section located below that adds more detail to the cards at the top of the page. (This has already been created and for Amazon approval)<br>- Rename "User Guide" to "Terms and Conditions"<br>- Think about ways to optimize FAQ section, keeping in mind that it's intended to be customer generated. Consider creating a CX social media role that tailors and addresses questions on Q&As.<br>- On the "Still have questions?" card, consider providing a way for customers to contact us to ask questions (text message/ChatBot FAQ?). | |

Buy Flow Ideas | Web Claim Ideas | Agent Claim Ideas | Vote Summary | KPIs | +

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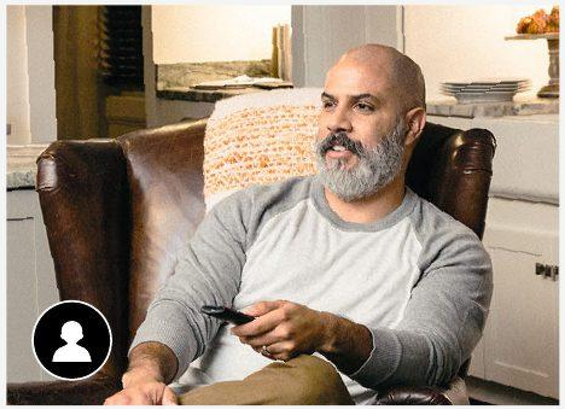
## Stakeholder profiles

My team created profiles to define the customer, Amazon, and Asurion. The needs, challenges, and goals of each stakeholder made their perspectives tangible and provided insight into their relationships.



### Customer

My family has invested a lot in tech. Setting up devices can be complicated and customer support is often frustrating. I value protection, but buying separate plans for products is expensive.

### Retailer

We want customers to be happy. They want real-time tech support and protection on their expensive electronics. If they have a multi-device plan, they will buy more from us to take advantage of their coverage.

### Protection Provider

Amazon is our largest client where consumers make a lot of purchases. Homeowner's insurance doesn't cover electronics. We see multi-device home coverage plans as the future of our protection and support business.

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# Designing a vision for Amazon Coverage+

We created a vision for how Amazon customers discover, purchase, set up, and use a multi-device support and protection plan powered by Asurion



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## Customer enrolls in Amazon Coverage+

We designed Amazon Coverage+ to be co-branded. It is an Amazon product on the surface, but adding “powered by Asurion” allowed us to put Asurion’s new branding in front of customers and bridge the different product experiences.

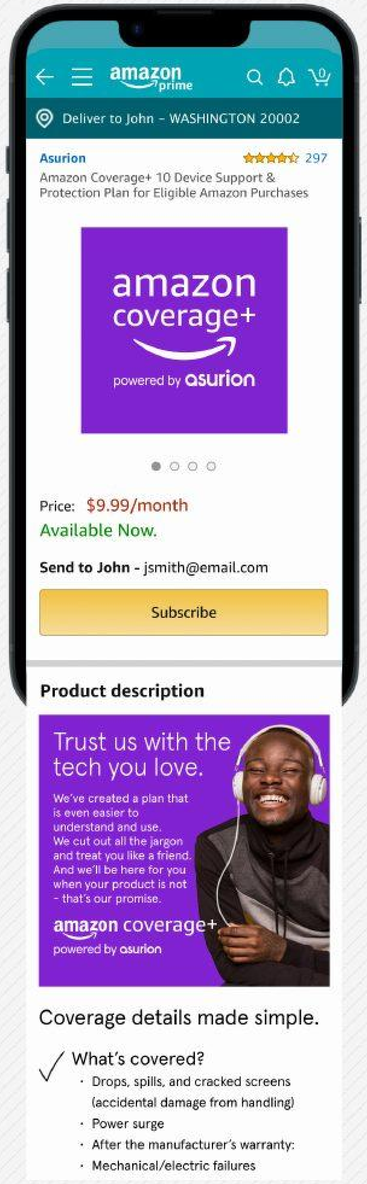
Select customers are targeted with an email from Amazon, inviting them to enroll in a new home tech multi-device support and protection plan.

The customer is interested and follows a link to the Amazon Coverage+ detail page, which further explains the value proposition and important details. He enrolls and can manage his subscription, similar to Amazon Music, Prime Video, etc.

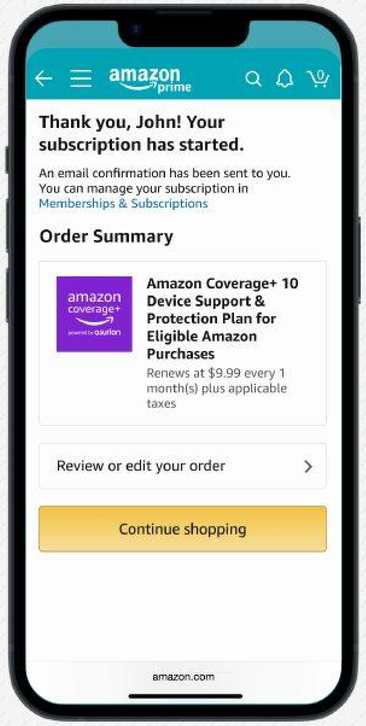
After enrollment, the customer receives a confirmation email from Asurion with a welcome message, plan summary, instructions on how to use it, FAQ, and action links.



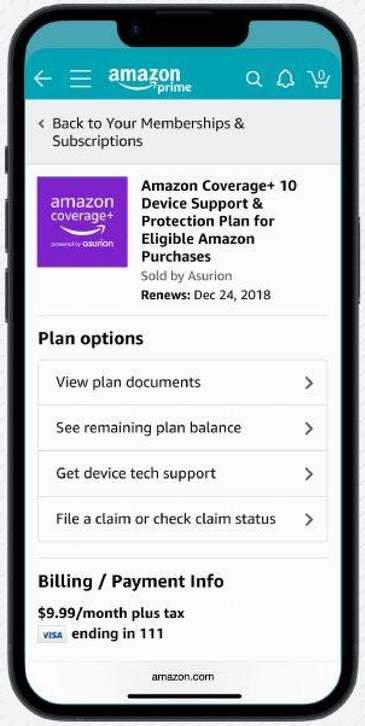

**Marketing email (Amazon)**



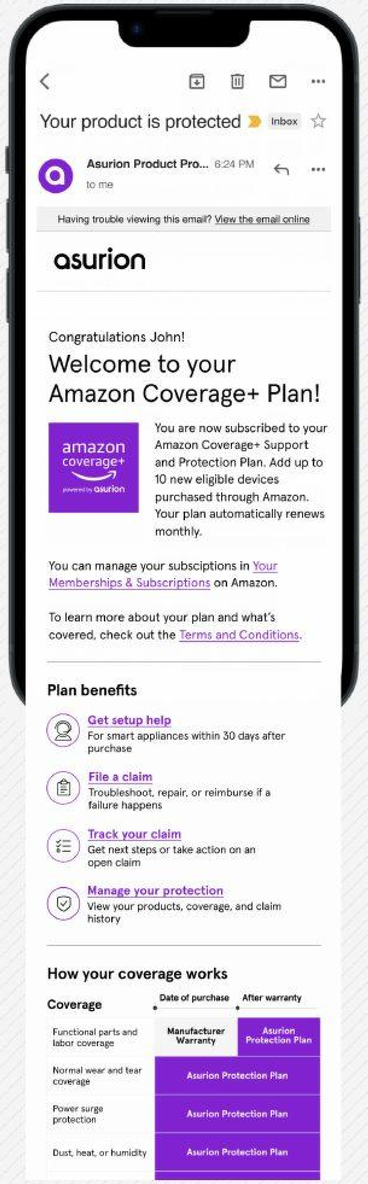

**Subscription page (Amazon)**




**Enrollment confirmation (Amazon)**




**Subscription management (Amazon)**




**Welcome email (Asurion)**

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## Adding a device to Amazon Coverage+ during purchase

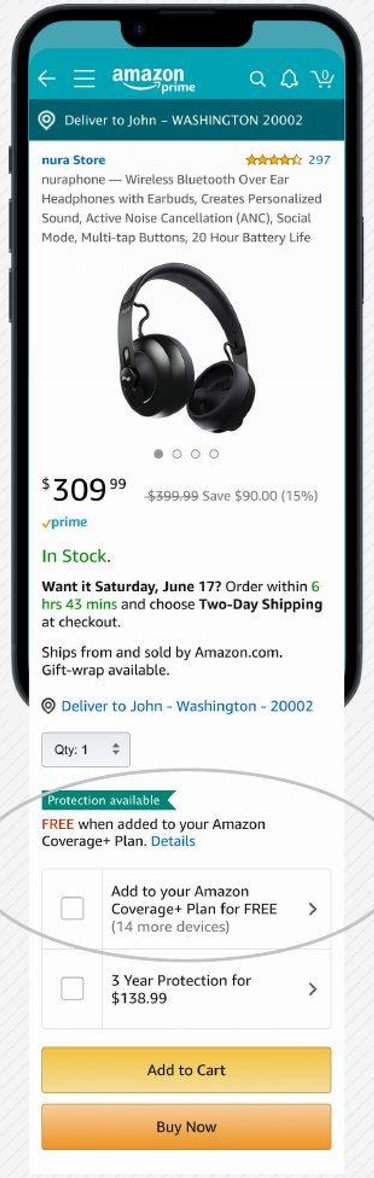
After enrolling, the customer can add coverage to eligible devices purchased on Amazon. While looking at headphones, he notices a new badge, link, and checkbox for Amazon Coverage+ above the existing protection option.

He clicks the “details” link to open a page explaining how the plan works. He decides to add coverage, which selects the Amazon Coverage+ checkbox.

In the Shopping Cart, a selected Amazon Coverage+ checkbox provides visibility into his decision and the option to change his mind before purchase.

On the Confirmation page, the coverage is verified and a link to his subscription is provided.

He then receives an Asurion email confirming and explaining the plan’s support and protection services with action links.



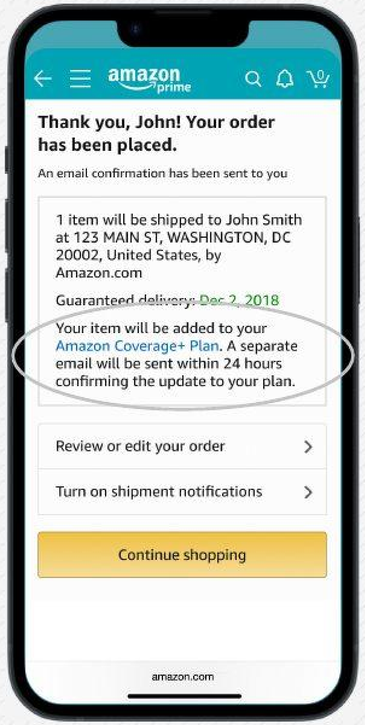

**Product page (Amazon)**




**Add device to plan (Amazon)**




**Shopping cart (Amazon)**




**Purchase confirmation (Amazon)**




**Device covered email (Asurion)**

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## Removing a device from Amazon Coverage+

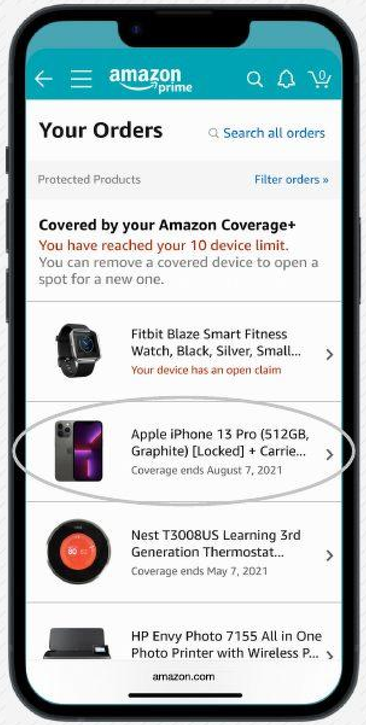
Over time, the customer covered most of his new tech purchases with Amazon Coverage+ until he reached his 10 device limit.

Unfortunately, he just lost his phone that was covered, but only for damages. He purchased a replacement phone, but couldn't add it to Amazon Coverage+ because of the device limit.

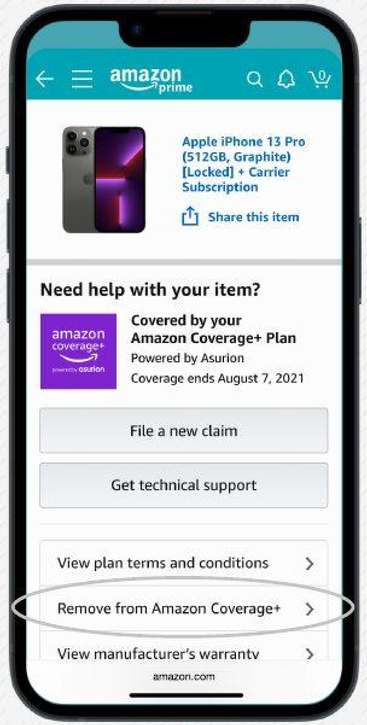
He goes to the Protected Product page to remove his old phone from coverage. He selects the phone from the list and clicks "Remove from Amazon Coverage+".

He is warned that coverage cannot be added back if removed. He moves forward, freeing up a slot for covering his new phone.

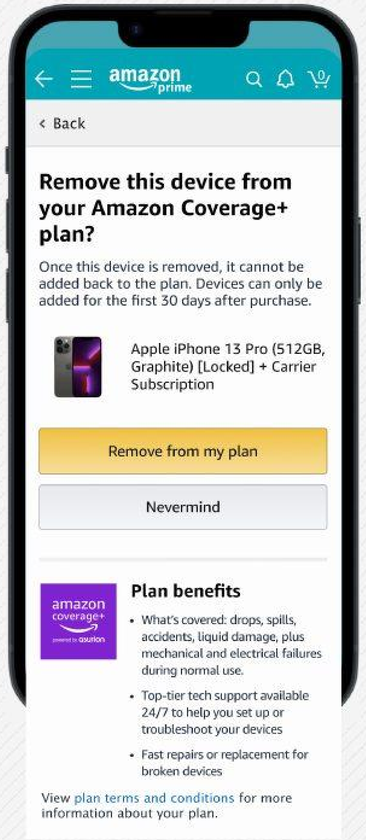
The removal of coverage is confirmed and the old phone is removed from the list. He also receives an Asurion email confirming coverage removal.



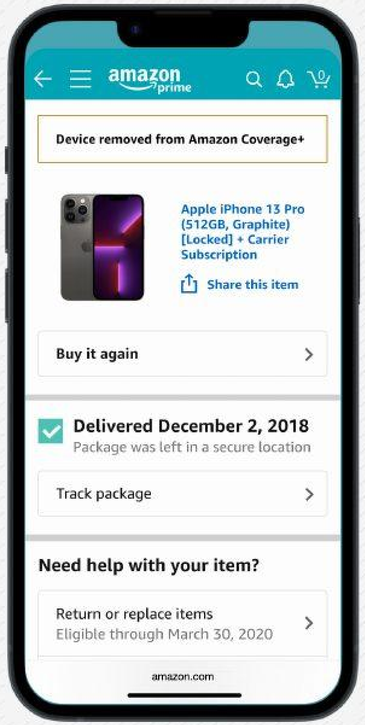

**Protected products (Amazon)**



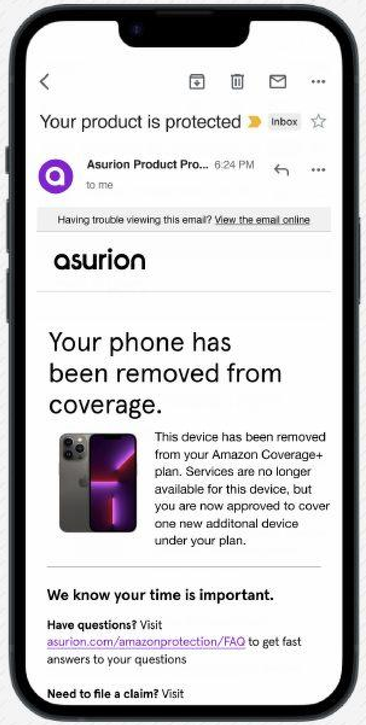

**Purchased product page (Amazon)**




**Remove device from plan (Amazon)**




**Device removed from coverage confirmation (Amazon)**




**Device removed from coverage email (Asurion)**

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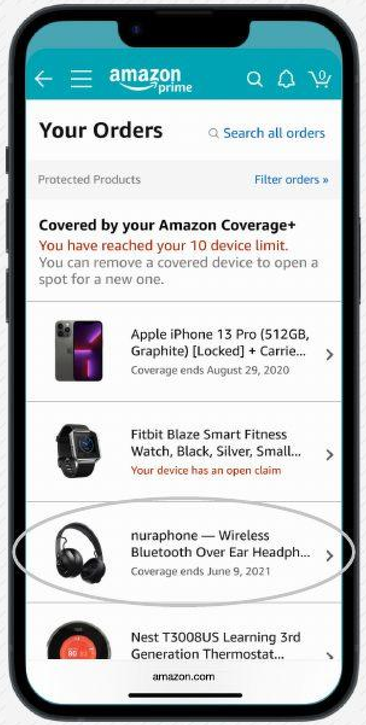
## Learning more about device coverage

The customer wants to understand the terms of service for his headphones under Amazon Coverage+.

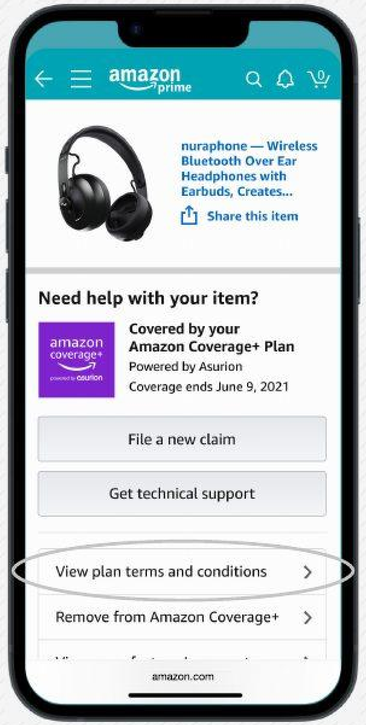
He goes to the Protected Product page, selects his headphones from the list, and clicks “View plan terms and conditions.”

His mobile OS asks if he wants to leave the Amazon app to open Asurion’s website. He agrees and is deep linked into Asurion’s Amazon protection portal, where he is automatically authenticated and taken to the Coverage page.

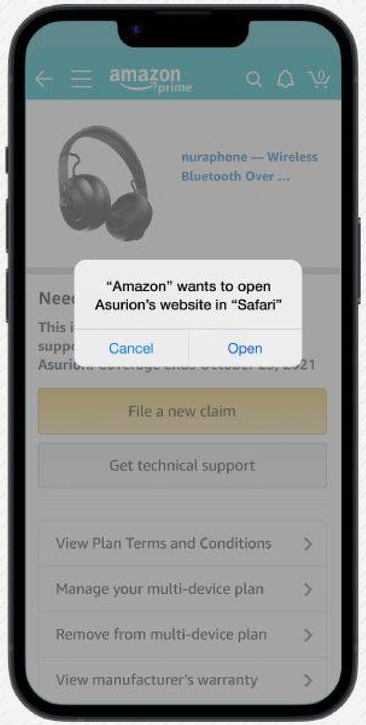
He can view Amazon Coverage+ FAQs or access the plan’s full terms and conditions.



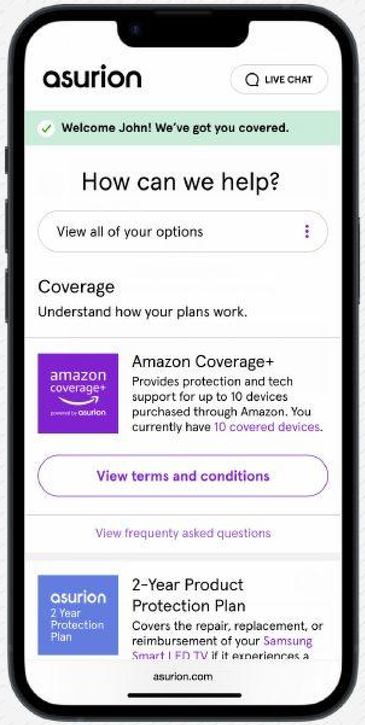

**Protected products (Amazon)**



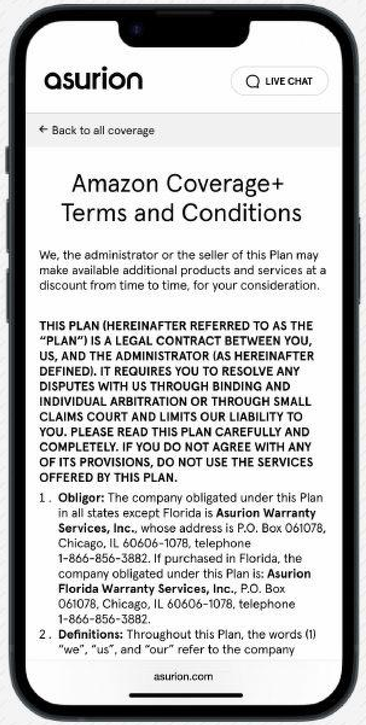

**Purchased product page (Amazon)**




**Open Asurion website (Mobile OS modal)**




**Coverage (Asurion)**




**Terms and conditions (Asurion)**

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## Managing coverage through Asurion

The customer explores his product protection options through Asurion's protection portal for Amazon customers.

The landing page displays an overview of options and jump-off points to log in and use features.

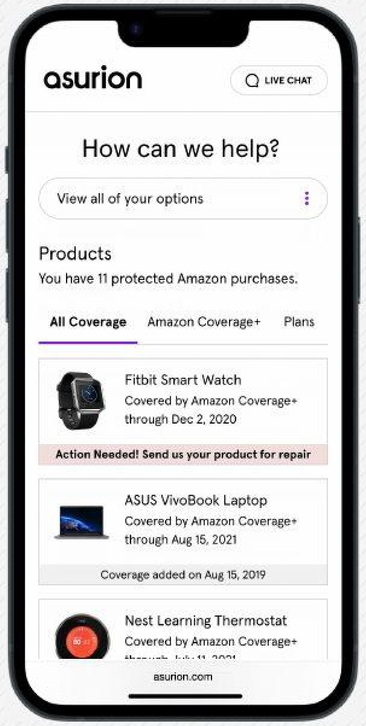
Like the Amazon mobile app, the website lists the products covered by single plans or Amazon Coverage+, and the ability to add and remove devices from the protection. He can click on a product to view details about its coverage and take actions.

Product images and data are shared between Amazon and Asurion systems, creating a frictionless experience between the two platforms.

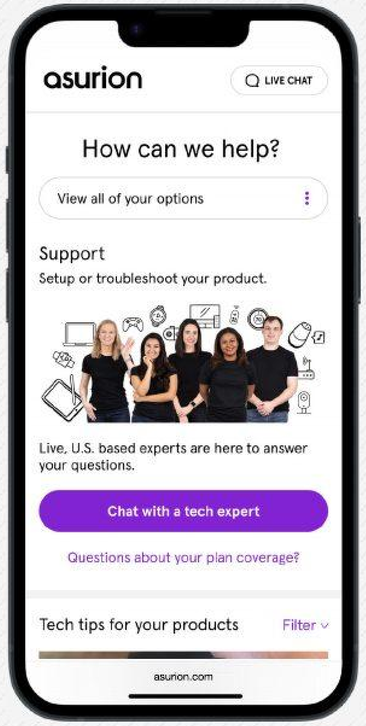
The protection portal also has sections dedicated to tech support, filing and tracking claims, coverage information, and user account management.



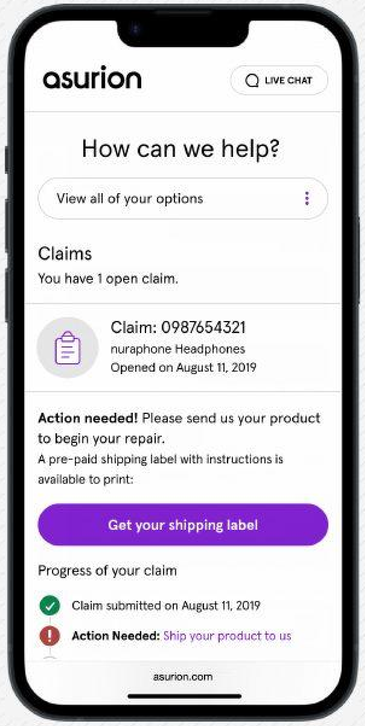

**Amazon support and protection landing page (Asurion)**



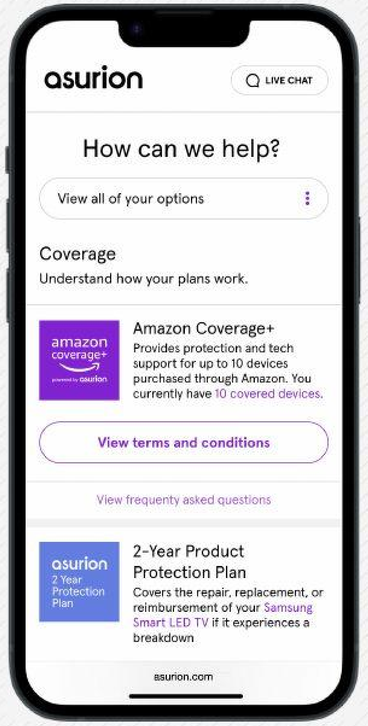

**Protected Amazon products (Asurion)**




**Tech support (Asurion)**




**Claims (Asurion)**




**Coverage (Asurion)**

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## Getting tech support

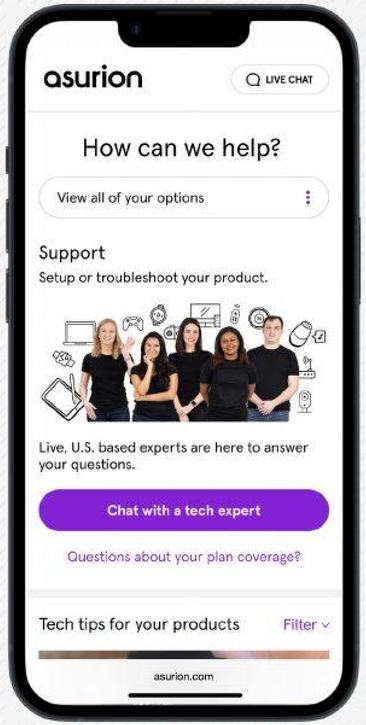
The customer needs help connecting his headphones to his phone.

He navigates to the Support section, where he can browse tech tip articles or start a conversation with a tech expert through a chat, call, or video conference. Tech support was previously only available through a separate mobile app.

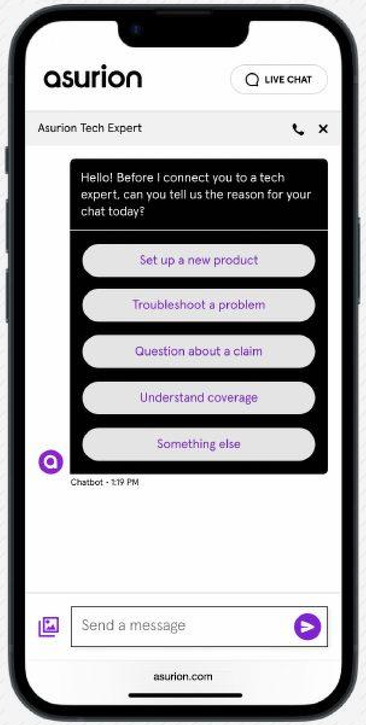
After initiating a chat, he is greeted and asked a series of questions by a chatbot. This information is used to route him to a tech expert best suited to solve the problem.

The expert is passed all known information and begins assisting the customer. If needed, the customer can share his camera with for more hands-on help.

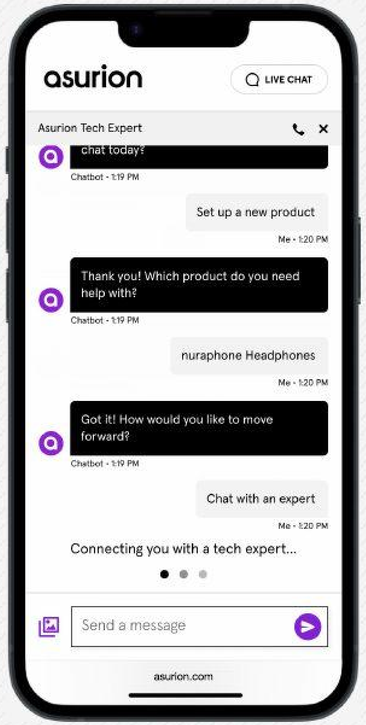
For convenience, tech support can also be initiated from Asurion emails or the Amazon app and deep linked into the Asurion's protection portal.



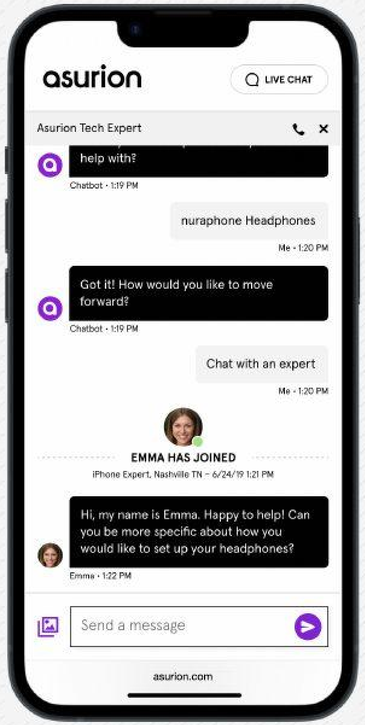

**Tech support (Asurion)**



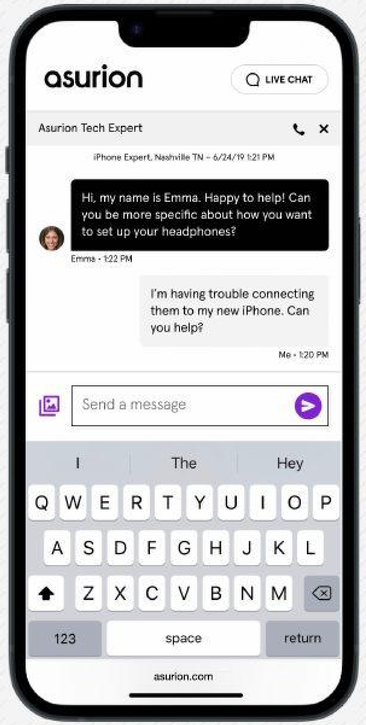

**Tech support chat: Chatbot introduction and information gathering (Asurion)**




**Connecting to agent (Asurion)**




**Agent introduction (Asurion)**




**Customer response (Asurion)**

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## 13 months later... Oh no!

The customer's son spills soda on his headphones.

His manufacturer's warranty just ran out, but he's relieved that they are covered Amazon Coverage+.



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## Filing a claim:
## Pick a replacement

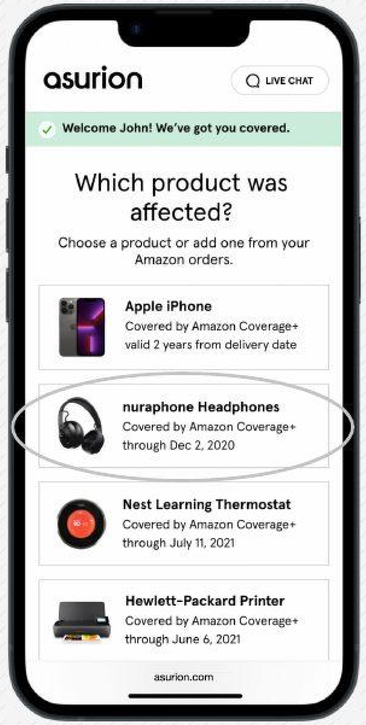
The customer picks up his phone and starts a claim from Asurion's protection portal landing page. Claims can also be initiated from Asurion emails or the Amazon app and deep linked into the Asurion's protection portal.

After logging in with his Amazon account, he picks the headphones from his list of covered products.

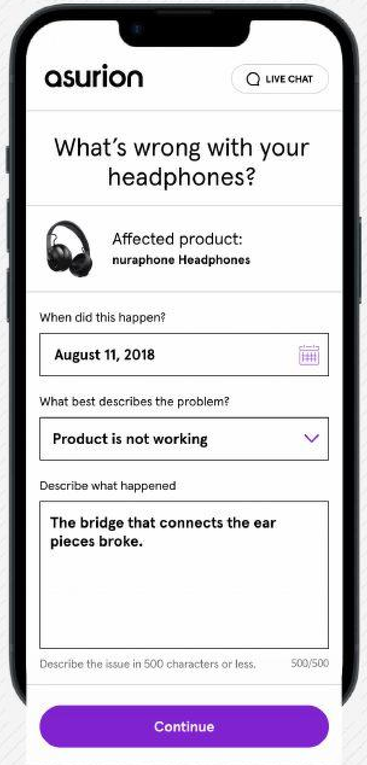
He answers questions specific to his headphone's issue and provides his contact information, which is used for shipping or claim status communications.

The decision engine determines a low repair rate, and he is prompted to pick a replacement through a "shopping" experience populated with headphones of equal or lesser value from Amazon.

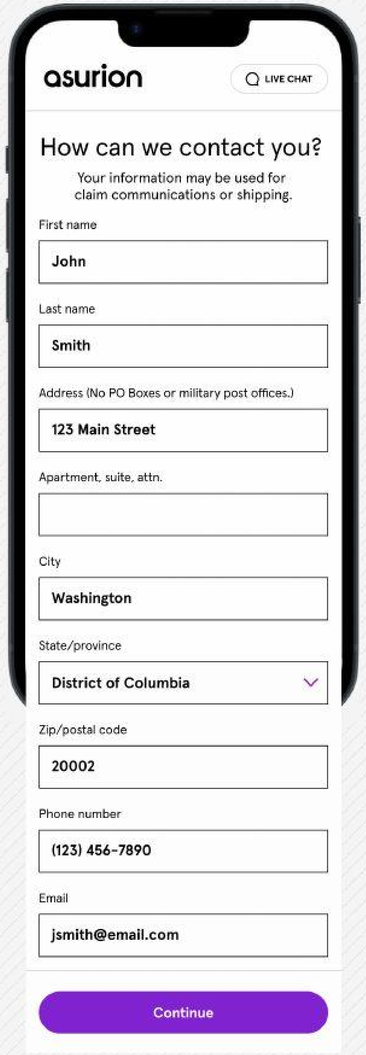
He then reviews and submits his claim information.



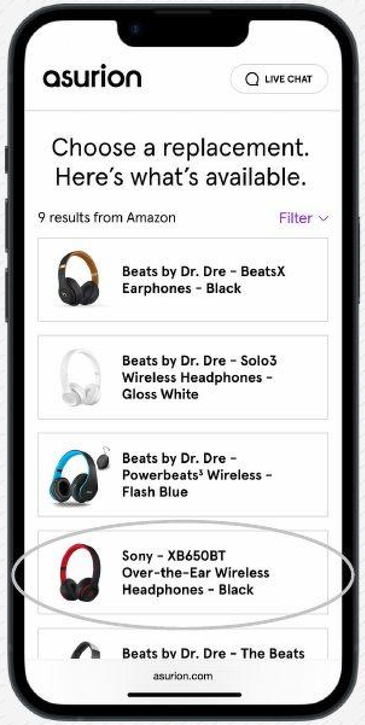

**Selecting affected product (Asurion)**



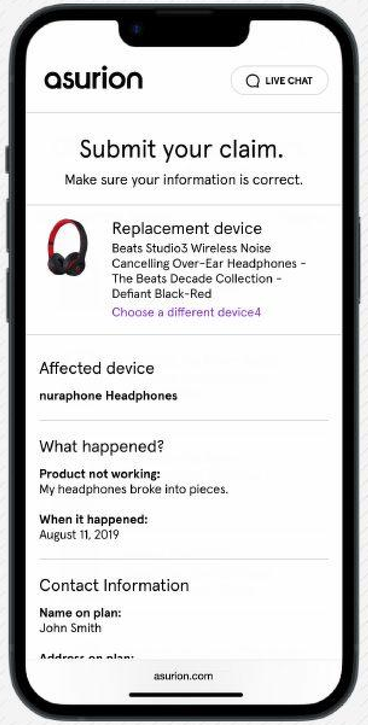

**Identifying problem (Asurion)**




**Confirming contact info (Asurion)**




**Choosing replacement (Asurion)**




**Submitting claim (Asurion)**

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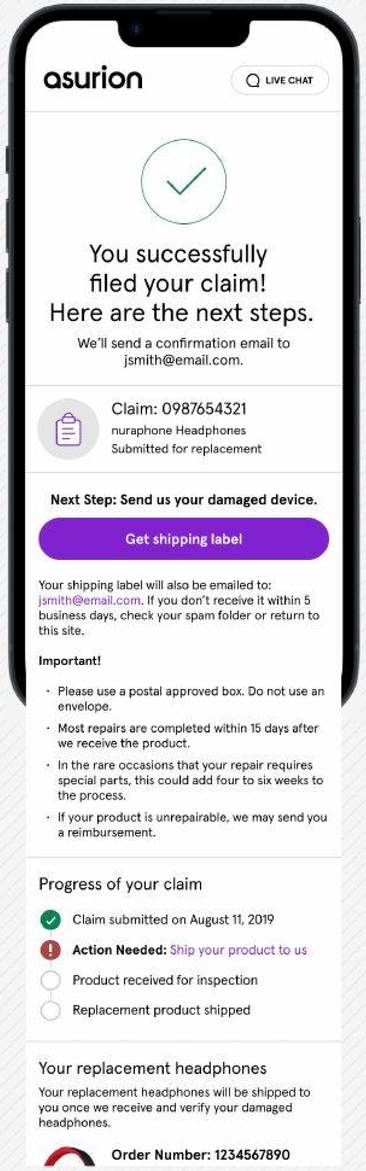
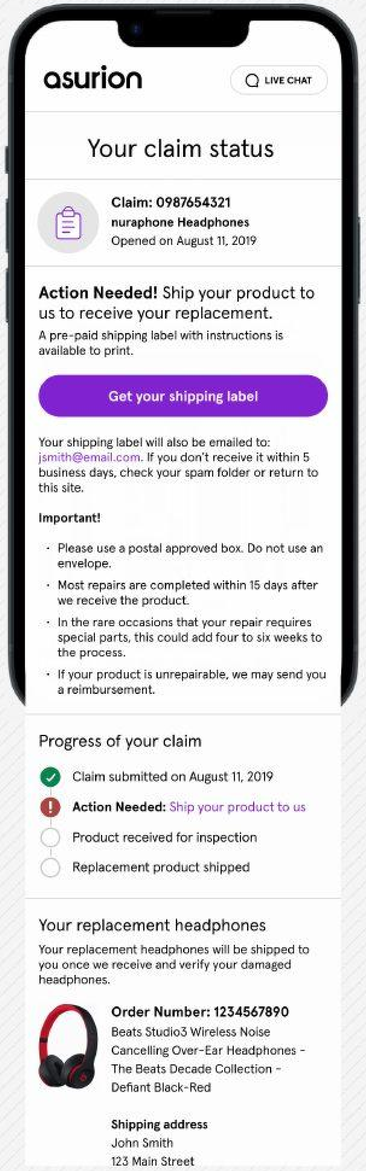
## Receiving clear claim status communications

After the claim is submitted, the customer is taken to a confirmation page that clearly explains the next steps, an action to ship the damaged product, and a claims tracker to visualize where he is in the fulfillment process.

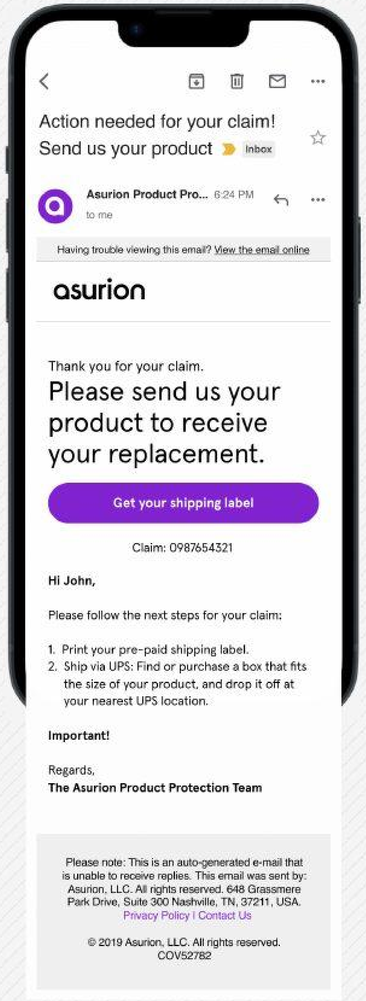
Throughout the replacement process, he receives claim status updates through text messages, emails, and the website. Communications were optimized to provide the right amount of information and actions at the right time for each phase of fulfillment.



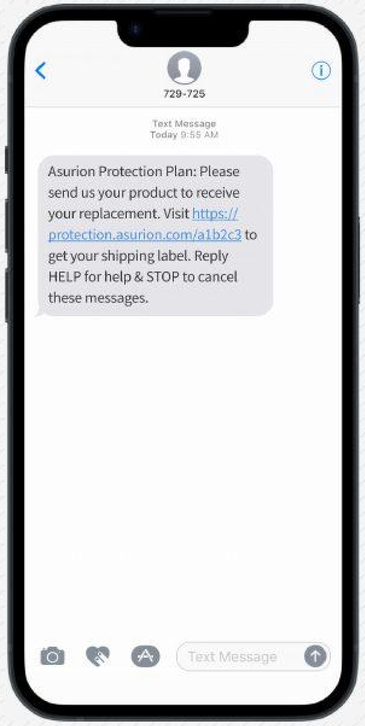

**Claim confirmation (Asurion)**




**Claim status on website (Asurion)**




**Claim status email (Asurion)**




**Claim status text message (Asurion)**




**Shipping label on website (Asurion)**

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# Outcomes

- ✓ **Amazon Coverage+ concepts were well received by Asurion and Amazon stakeholders.**
- ✓ **Amazon assembled a product team to coordinate how new features would be built on Amazon.**
- ✓ **A multi-year plan required heavy data integration and coordination with Amazon teams responsible for different parts of their product.**
- ✓ **Our design team planned new features with internal Asurion product teams.**

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Learn more about Design by Ed Yahn

