Helping customers protect their products

Asurion + The Home Depot
Product Protection

Design led by Ed Yahn 2019

Learn more about Design by Ed Yahn

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The Asurion and Home Depot 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.

The Home Depot was one of Asurion's largest and most complex clients. We covered about 5,500 different product models and repaired about 350,000 appliances for Home Depot customers annually. Their contract with Asurion was up for renewal in 2019. They wanted to see improvements.



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How do we improve Home Depot's product protection experiences?

- **Migrate to our new claims platform**
- **Build a custom configuration aligned to Home Depot's branding and unique use cases**
- **Create a more connected omnichannel experience with a focus on self-service digital channels and mobile**
- **Improve product UX by simplifying flows, humanizing content, and increasing transparency**
- **Reduce code orange complaints, specifically for in-home repair**

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Design team

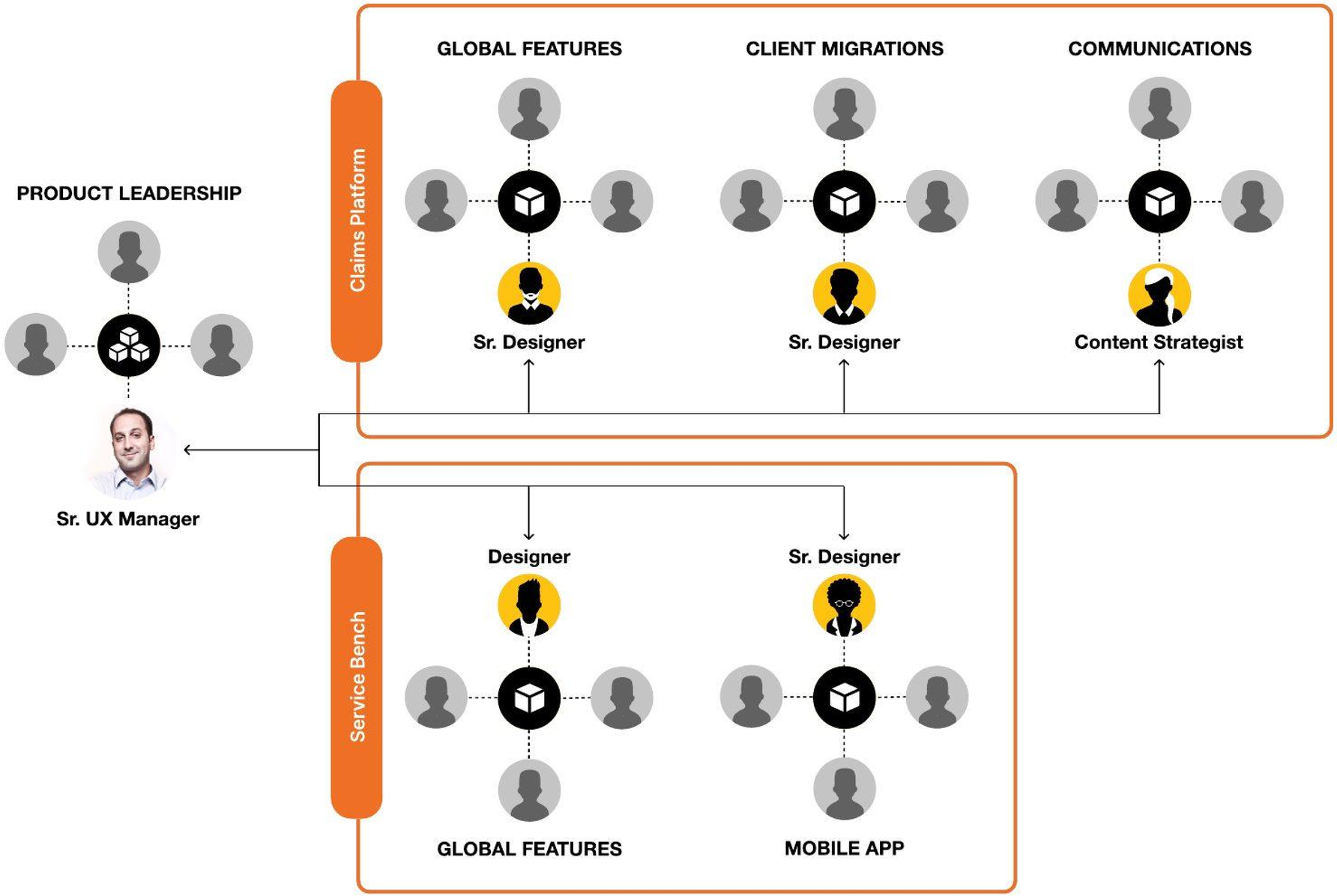
I was the senior manager of Asurion's retail design team. We were responsible for designing end-to-end experiences for customers that purchased product protection and tech support.

My team was key to helping Asurion develop and execute a product strategy for Home Depot's protection business.

Designers were divided into 2 product areas. The Claims Platform team was responsible for designing omnichannel customer experiences. The Service Bench team designed products that connected third-party service providers with repair jobs.

This gave my team both a front- and back-end view of Home Depot's protection services, allowing us to holistically approach the problem.

asurion



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Design workshop with cross-functional leaders

My design team planned and facilitated a week-long design workshop with cross-functional leads to prepare for our rebid of Home Depot's protection business.

Leads from different teams collaborated to externalize our existing end-to-end service process, discuss pain points, identify opportunities to improve our CX and internal operations, and generate new ideas.

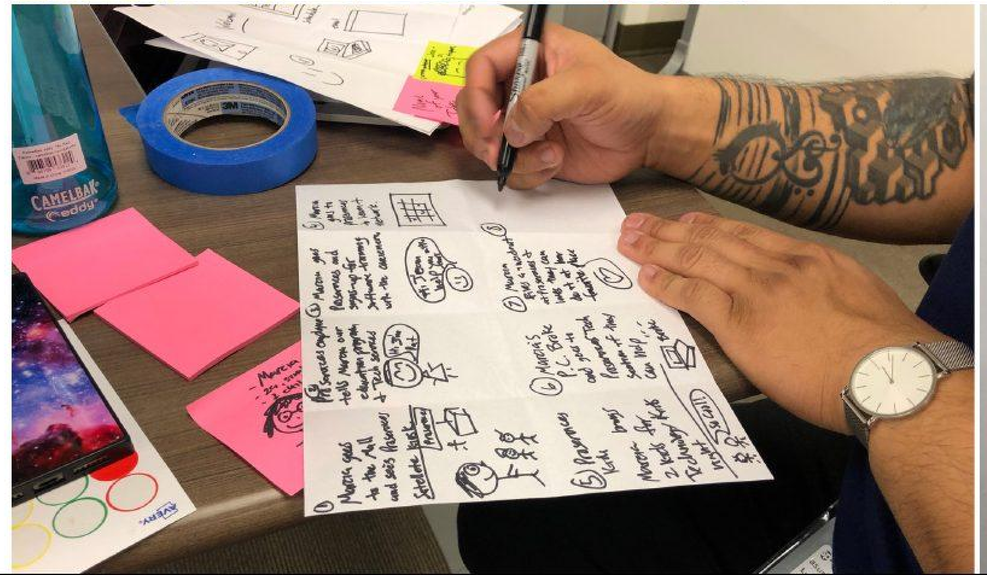
Ideas were themed and voted on to get buy-in and establish an initial sense of priority.

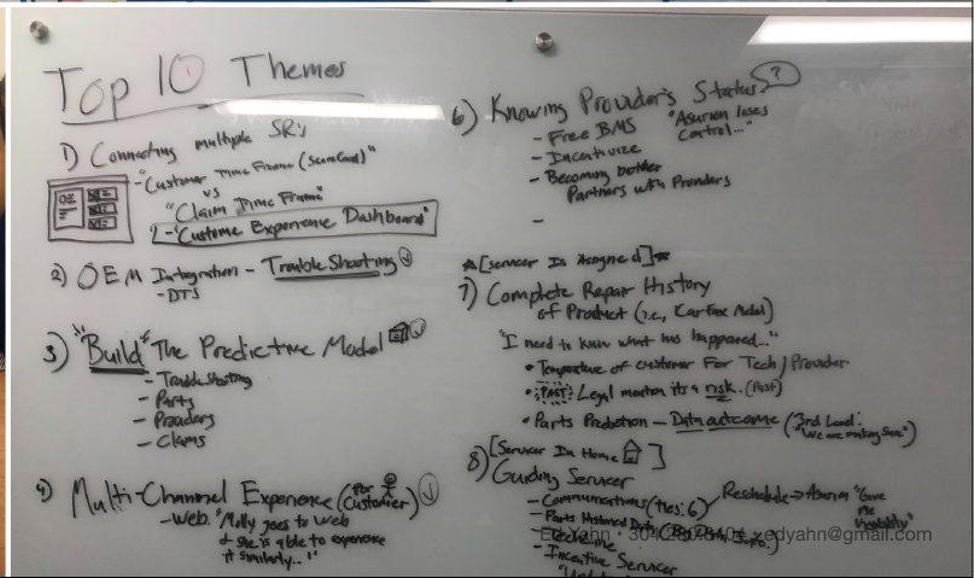
After the workshop, my team synthesized data points and developed a strategy with our Product VP to secure resources for new product initiatives.











Stakeholder profiles

My team created profiles to personify the different actors in Home Depot's product protection service ecosystem.

Distilling the unique needs, goals, and challenges of each stakeholder made their perspectives tangible and provided insights into their relationships.

Customer

Goals

- I need my product fixed quickly so I can take care of my family.
- I want the claim process to be easy so I know what to expect.

Challenges

- I'm concerned about wasting money when I buy protection plans. I really hope they work when I need them.
- I've had bad experiences in the past with repairs. I hope Home Depot will take care of me if a problem happens to my product.



Retailer

Goals

- We want our customers to be happy and receive good customer service.
- We want product protection to enhance our brand reputation.

Challenges

- Because customers think we directly provide protection, our brand is on the line. When they complain about service, they are complaining about us.
- Asurion relies too heavily on the call center, and their digital experiences are dated. They are not using the latest technology to enhance CX.

Protection Provider

Goals

- We want Home Depot to be happy so we keep their business.
- We want a great reputation so customers buy more plans.
- We want to improve the CX and reduce complaints.

Challenges

- Customers don't describe their problem well, and it's difficult to troubleshoot remotely.
- We don't have visibility into the jobs of repair providers.
- Our CX has fallen behind because of a lack of investment and innovation.

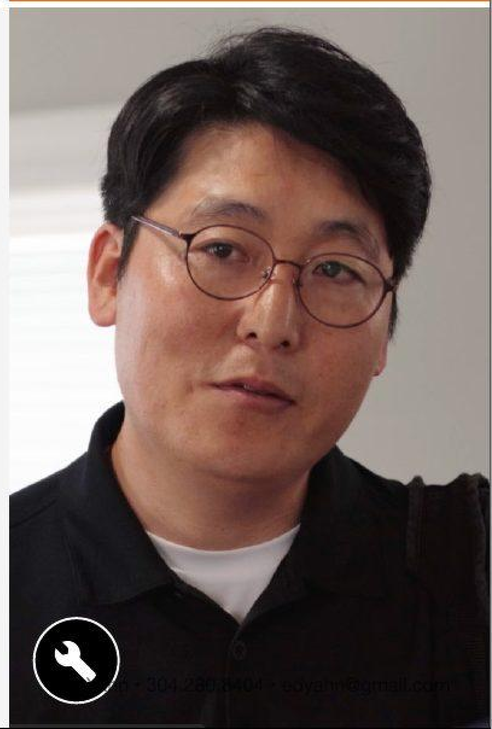
Repair Provider

Goals

- I want to get jobs done quickly so I can move to the next one.
- I want to serve protection providers that can provide me with a consistent flow of work.
- I want an easy way to update repair status for protection providers so my value is clear.

Challenges

- Protection providers are pressuring me to provide updates about my repair jobs.
- Every client that I work with has their own process. I don't want to use multiple apps.

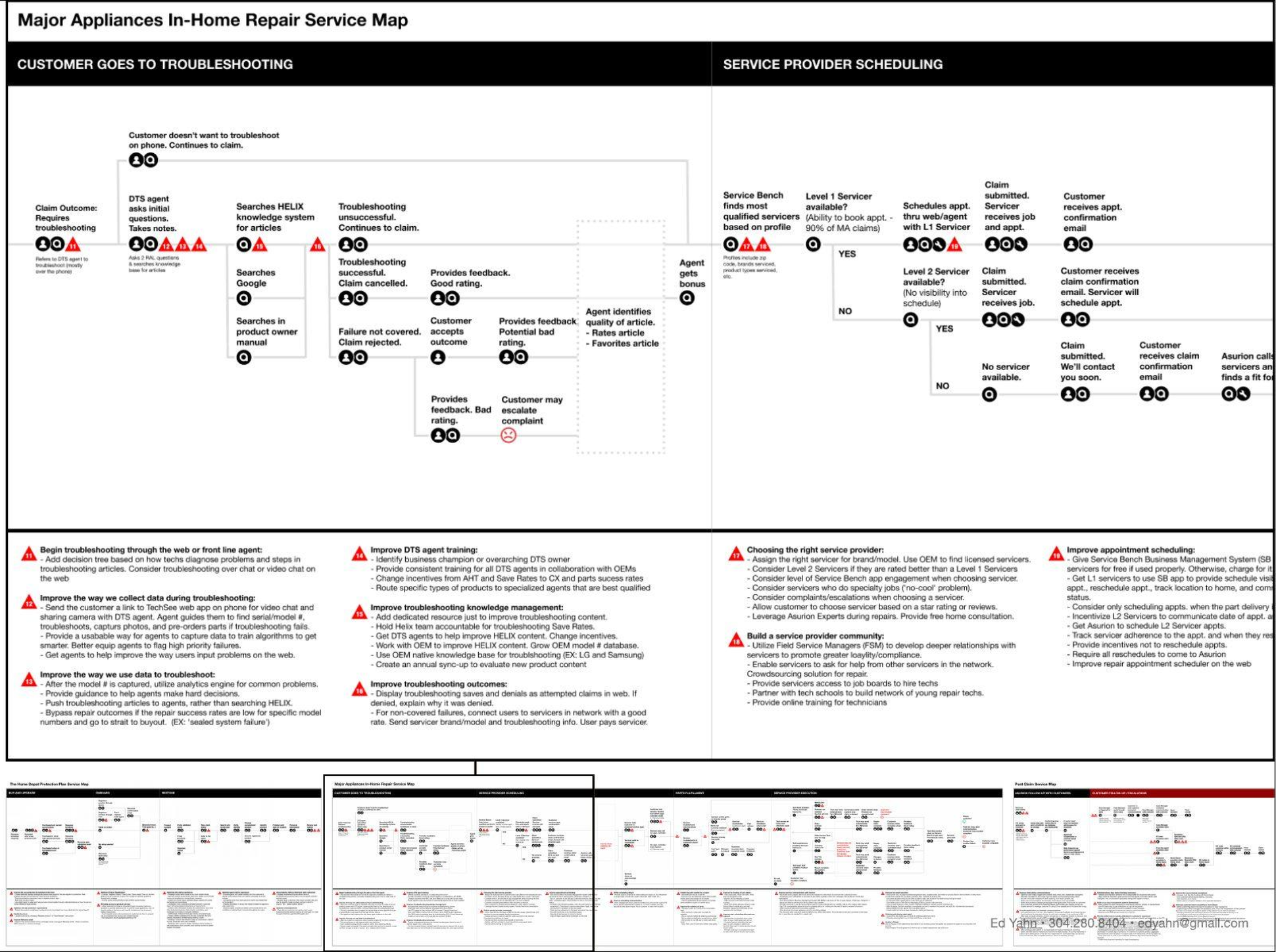


Service maps

We translated the existing service process into a series of detailed maps.

They visualized both happy paths and edge cases to provide a holistic view into the customer experience. Service stakeholder icons were marked at each step to show their relationships throughout the process.

We layered on points of opportunity and referenced them with workshop ideas to communicate potential areas for innovation and investment.



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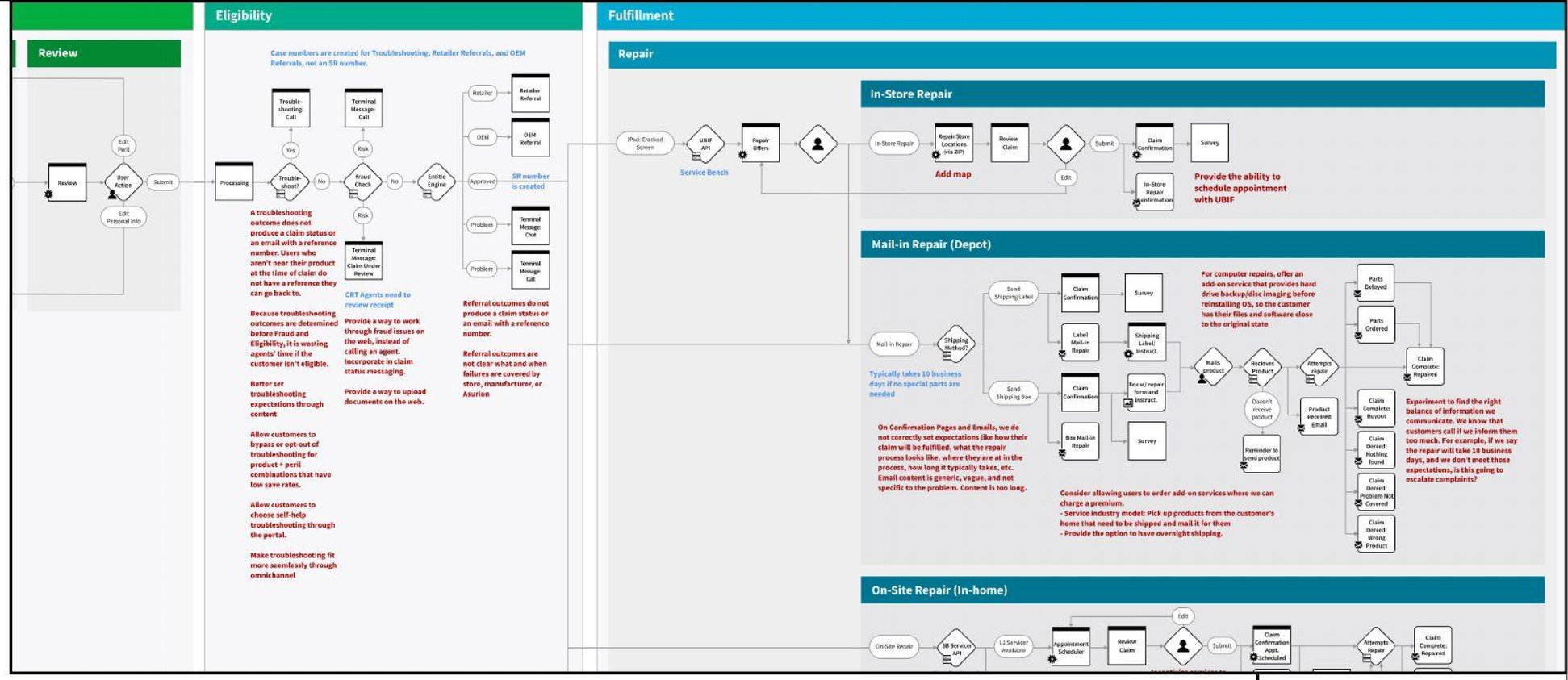
Product user flows

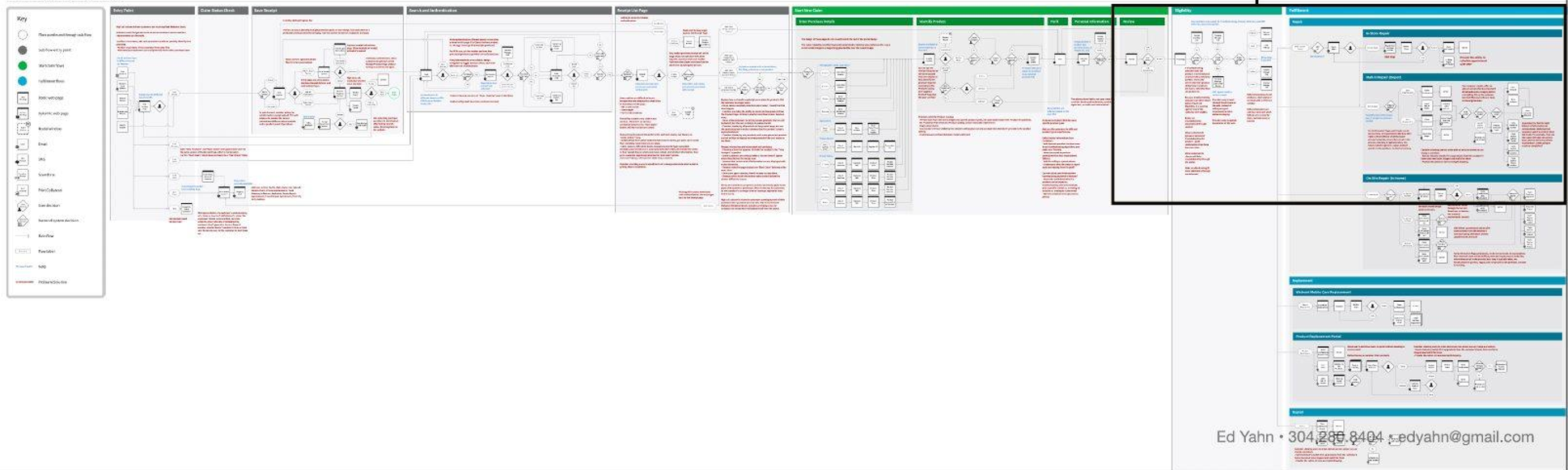
To map digital user flows, my team then zoomed-in on the claims platform experience.

This detailed view provided a blueprint into how customers interacted with the product and digital channels, like email and text messaging.

Opportunities for improvement were marked in red to visualize the parts of the flow that needed optimized.

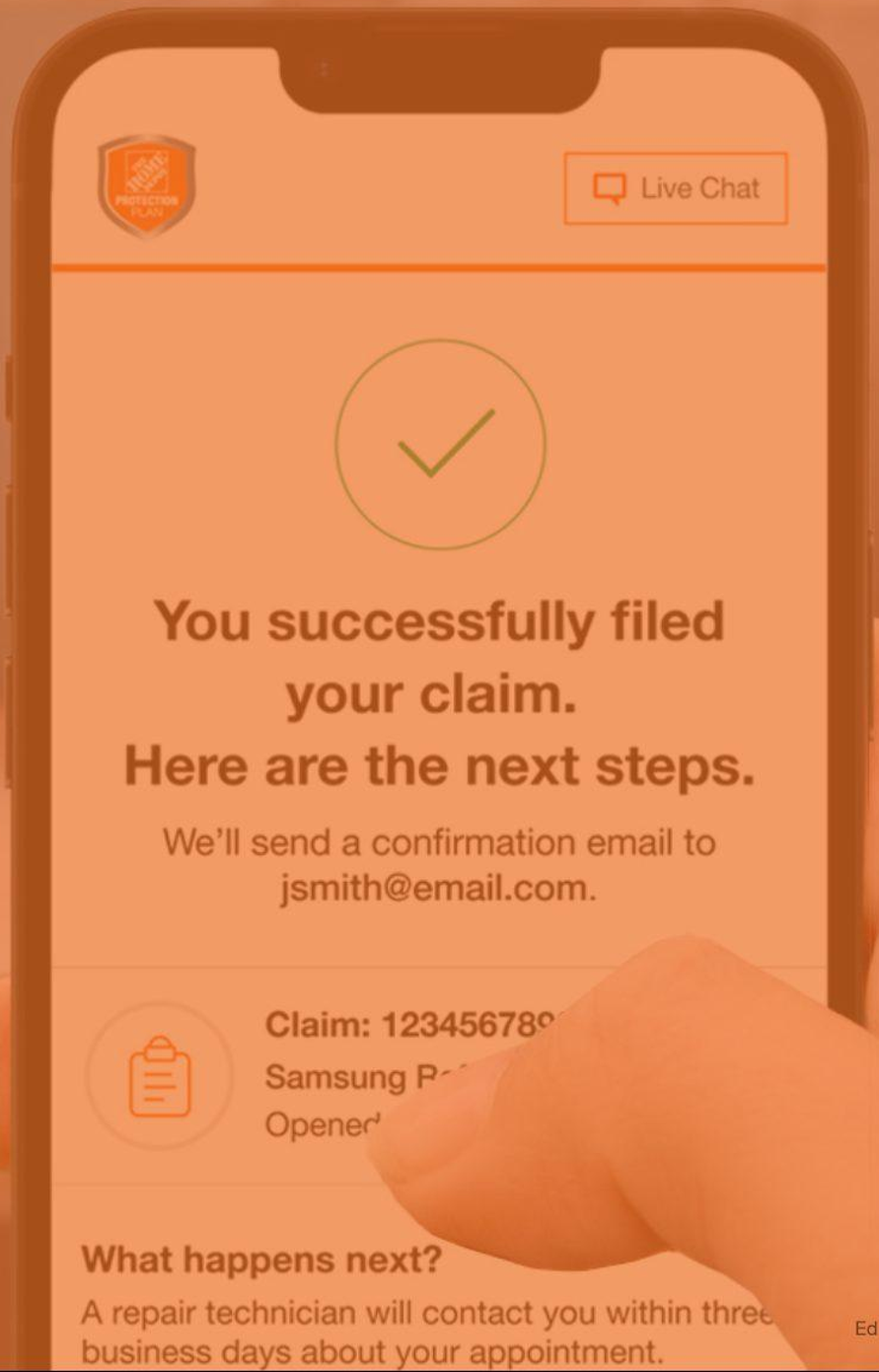


Retail Digital Experience Map



Designing better product protection experiences

We designed, tested, and implemented service experiences that focused on self-serve digital channels, new backend processes, better product UX, and alignment to Home Depot's brand.



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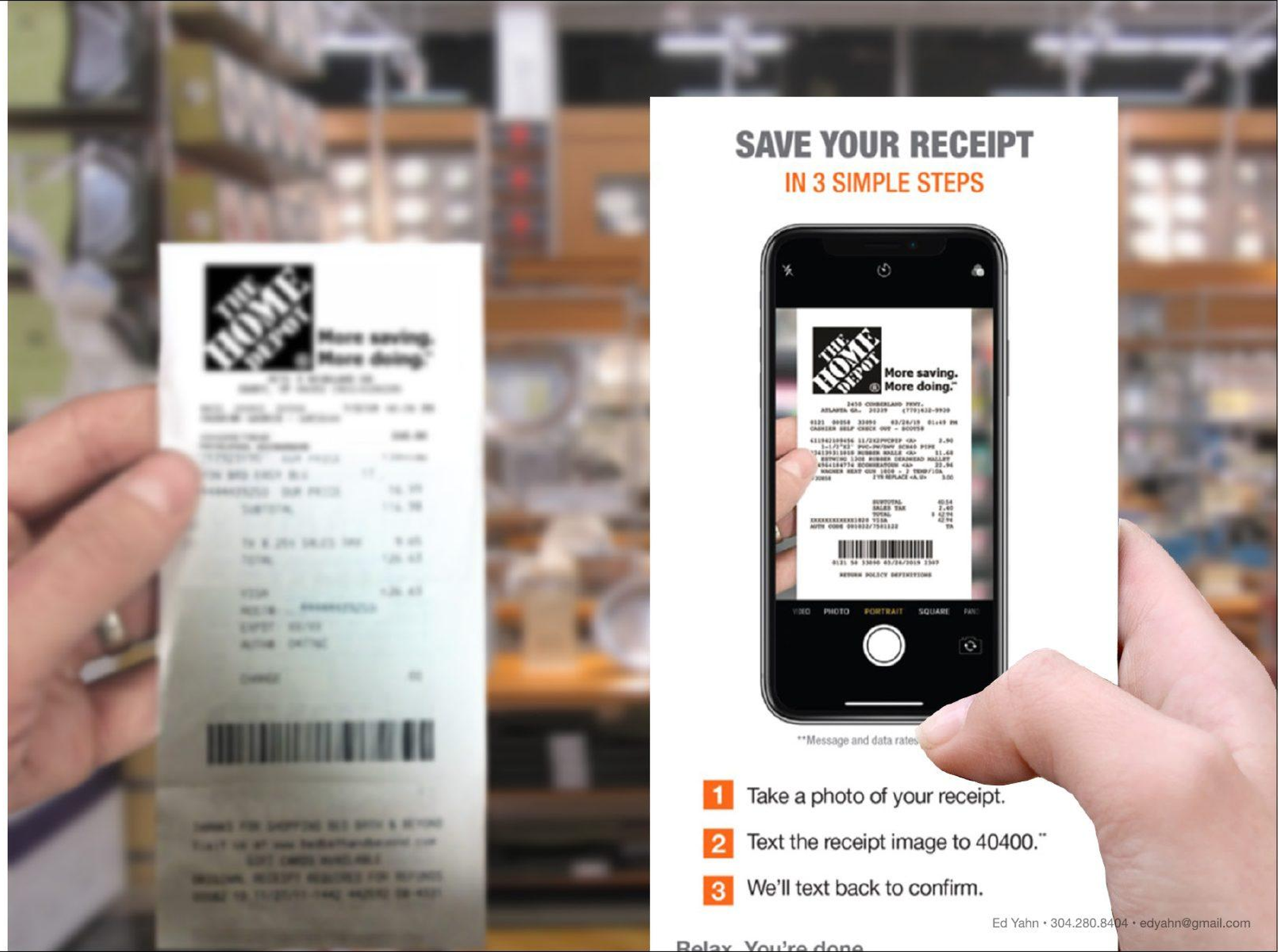
Customer purchases product with protection.

The customer shops for a new refrigerator at Home Depot. Her old one quit working only one month after the manufacturer's warranty expired. She notices a brochure promoting protection plans.

She decides to purchase protection on the refrigerator. After checkout, she notices instructions on the brochure to text her receipt to a number to prevent her from losing it.

For products that are purchased and carried out of the store, Asurion requires receipts as a proof of purchase for claims. The responsibility is on the customer because Home Depot's Point of Sale system is not linked to Asurion systems to connect the product, protection, and customer identity.

My design team collaborated with the marketing team to redesign the brochure with a "text to save" call to action.



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Texting to save the receipt & product information

The customer takes a photo of the receipt with her phone and texts it to the number on the brochure.

Within seconds, she is texted a few simple questions that will help her identify the refrigerator later if she needs to file a claim.

She is then texted a link to the website to confirm her protected product. This gives her the opportunity to make any final edits to the photo and information she just provided.

This quick and easy way of providing Home Depot (Asurion) her protected product information gives her peace of mind that her refrigerator is covered.

My team surveyed customers to understand the information they felt comfortable texting. We designed and tested a prototype simulating texting the receipt, answering questions, and linking to the web to confirm information.



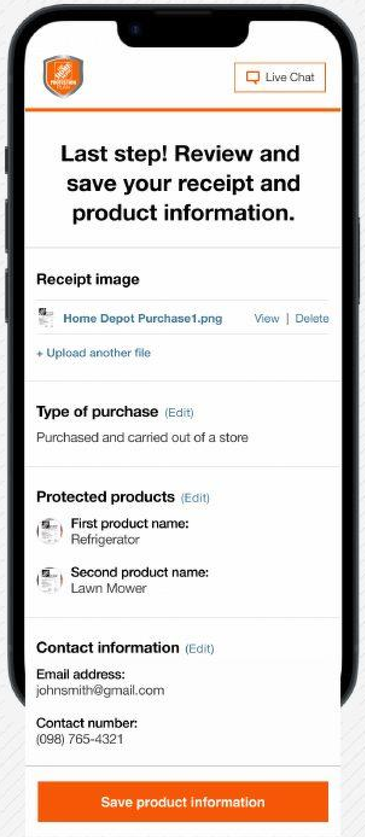
Photo of product receipt



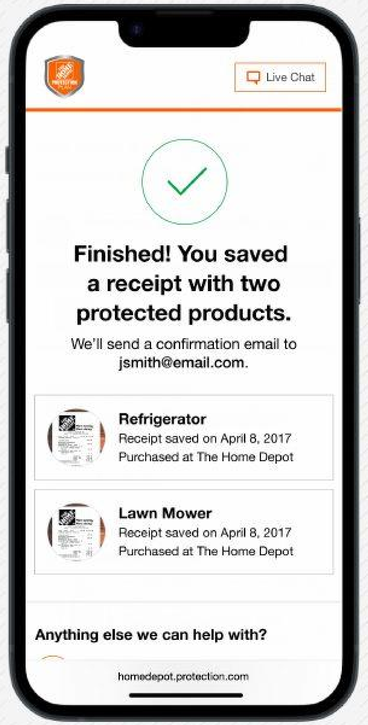
Texting receipt and protected product info



Directing to website for confirmation



Reviewing receipt and protected products



Confirmation of receipt with protected products

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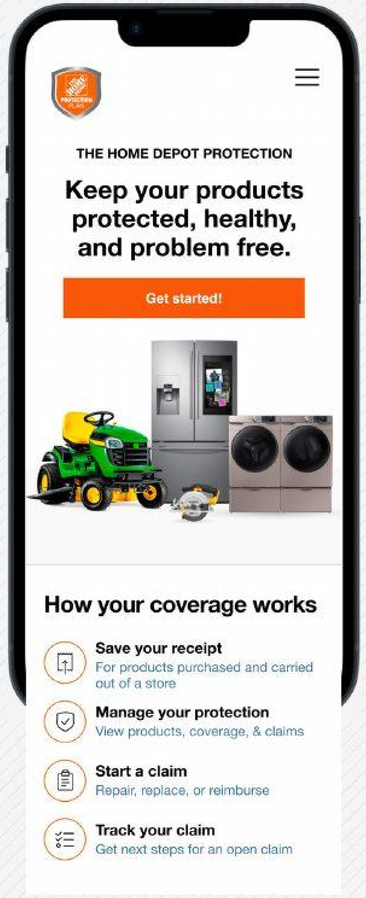
Managing coverage

The customer now has protection on multiple Home Depot products and has even filed a few claims in the past. When she gets home, she wants to see everything she has protected.

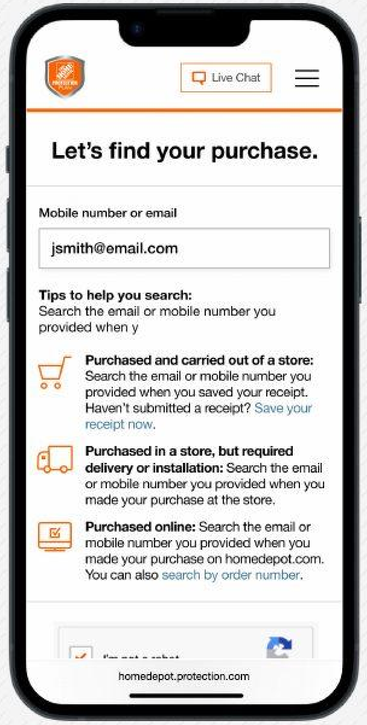
She goes to the Home Depot Protection Plan website. Instead of having to remember an account login, she is asked for the email address she entered when saving her products.

After 2-factor authentication, the website displays all of her products, coverage information, and claims associated with her email.

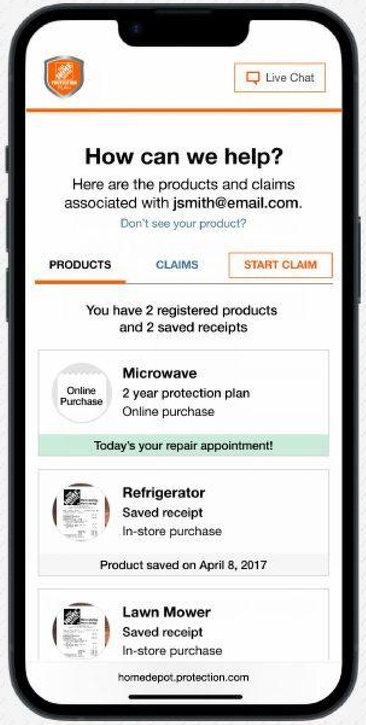
My team ran a web intercept survey to ask users why they came to the claims portal. Based on feedback, we designed a new centralized location for customers to view all of their protection information and actions in one easy-to-navigate mobile interface with Home Depot branding. The concepts were then validated during user testing.



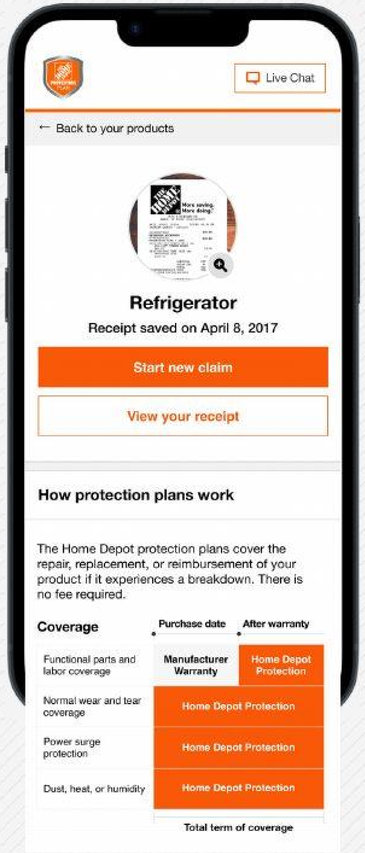
Home Depot protection landing page



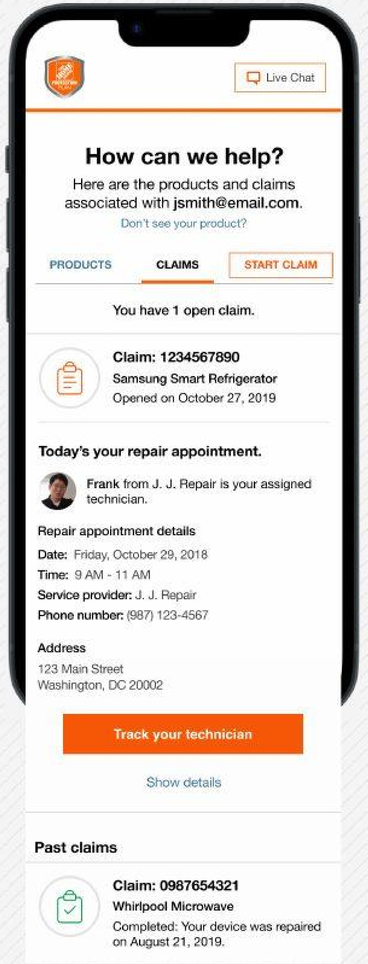
Finding protected products and claims without an account



Protected products mapped to email



Product page



Claims mapped to email

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13 months later... Oh no!

In the past, the customer would have panicked realizing she lost her receipt. She's relieved, remembering she saved it online for a situation like this.



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Filing a claim:
Find & identify the product

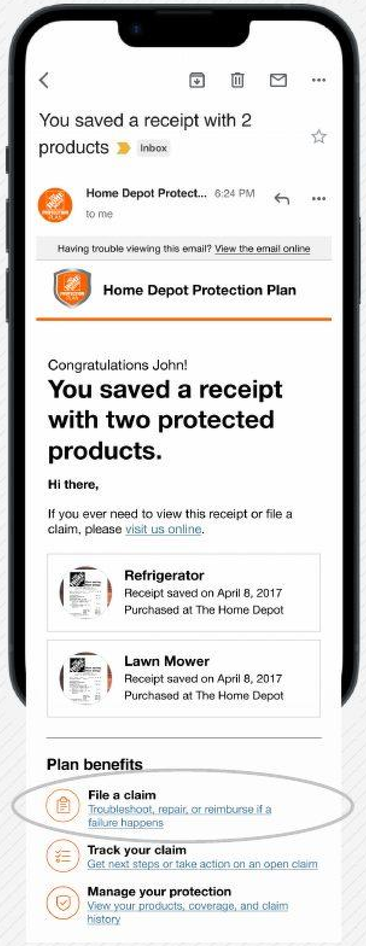
After trying to troubleshoot the problem on her own, the customer finds the confirmation email received after saving her receipt, and clicks to initiate a claim.

She is sent to the claims portal where she chooses how she purchased the product, and then enters her email.

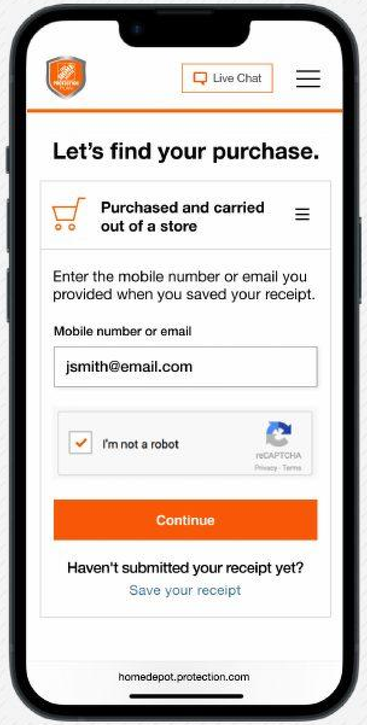
She picks the refrigerator from her list of protected products. If she didn't see it, she could easily add it to the claim or search again.

To validate the product and plan, she enters information from her saved receipt. She answers one question at a time so she can get specific instructions and zoom into the receipt image.

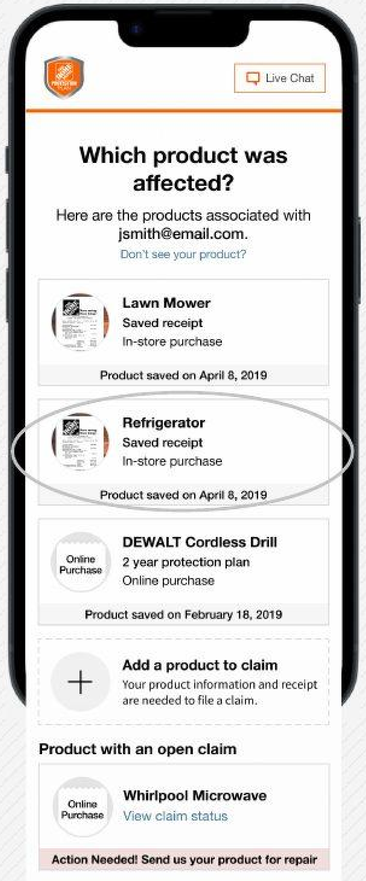
She identifies her product by searching for the brand with the assistance of auto-complete, and then answers questions that have been filtered down based on previous values.



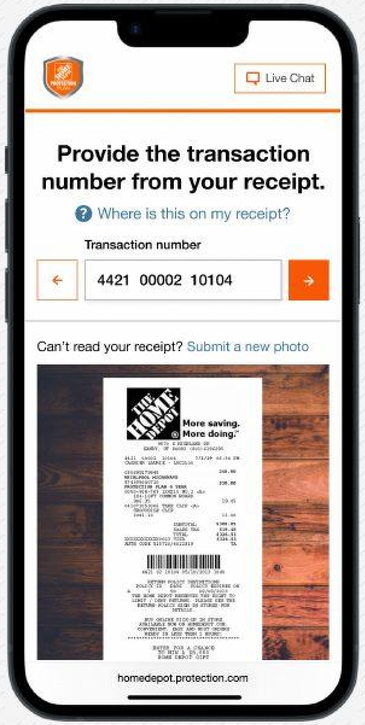
Saved receipt with protected products email



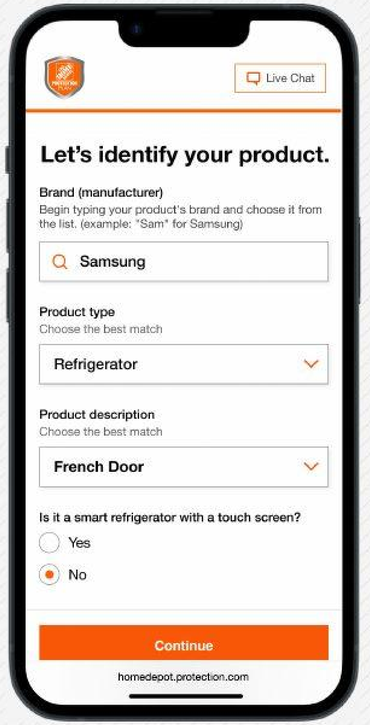
Finding affected product



Selecting affected product



Inputting receipt info to verify purchase



Identifying product

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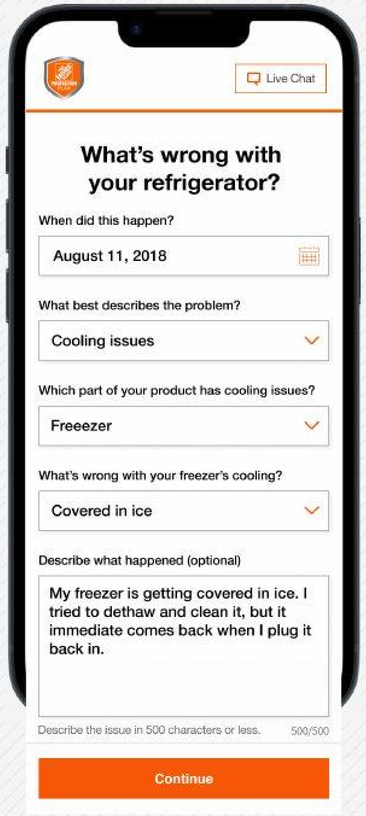
Filing a claim: Troubleshoot the problem

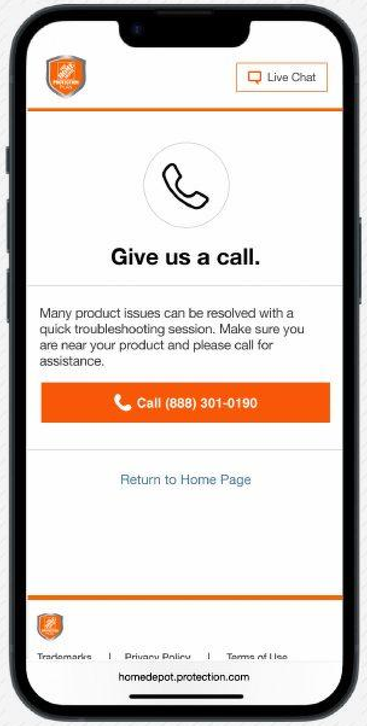
The customer answers questions specific to her refrigerator's issue. Questions are generated based on how repair experts troubleshoot refrigerators. My team recorded their decision tree, documented their words, and tested the algorithms with users to refine the language before building the logic.

Her answers are then fed into a decision engine to determine next steps. The problem has a high probability of being fixable, but could result to multiple repair visits. She is prompted to call a repair expert.

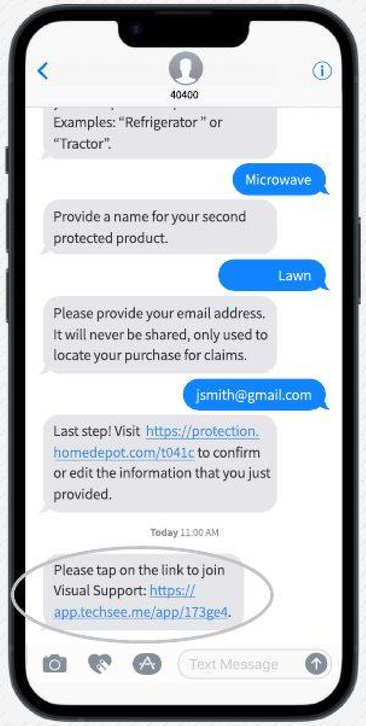
She is greeted by a Home Depot (Asurion) repair specialist. He texts her a web app that allows her to share her camera for collecting the model number and problem details. He determines the parts to order and captures notes that he will pass on to a repair provider. He then texts her a link back to the claims portal to resume the claim.



Identifying problem



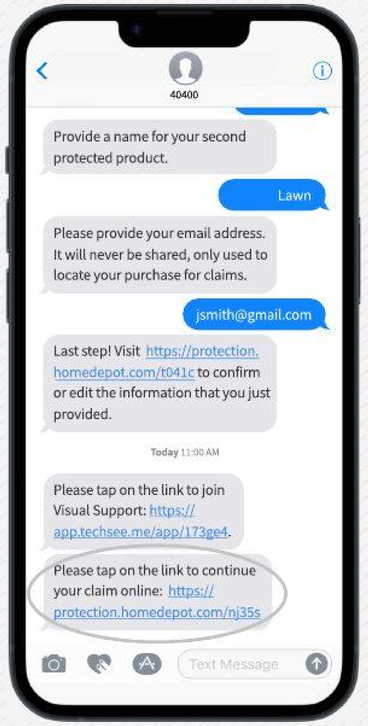
Calling to troubleshoot



Expert texts customer link to open Techsee



Customer shares phone camera with expert



Expert texts link back to website to resume claim

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Filing a claim:
Schedule in-home repair

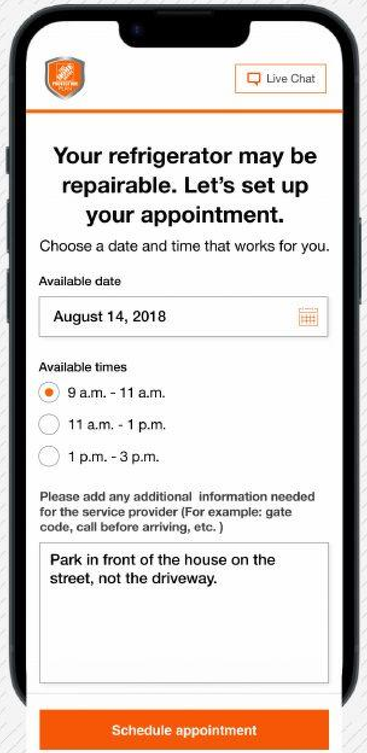
The customer provides her contact information and schedules a refrigerator repair appointment. We made the scheduler mobile friendly and connected it to the schedules of local repair providers in Asurion's network. Repair providers were incentivized to use Asurion's Service Bench app to record their jobs on its calendar so scheduling is as close to accurate as possible.

Once the appointment is set up, she submits the claim. We redesigned confirmation pages to better set expectations through a step tracker, clear next steps, and follow-up actions.

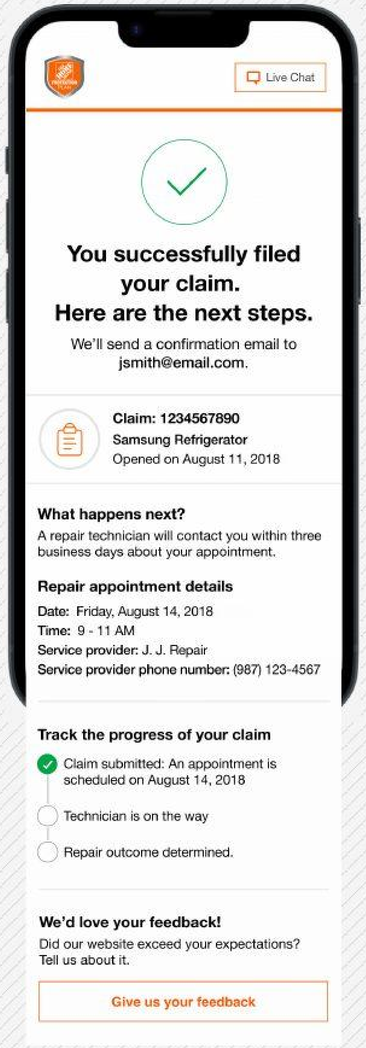
She receives claim status updates through email, text messaging, and the website. On the day of her appointment, she gets a message that the repair provider is enroute. She clicks on a link where she tracks his location as he drives to her home.



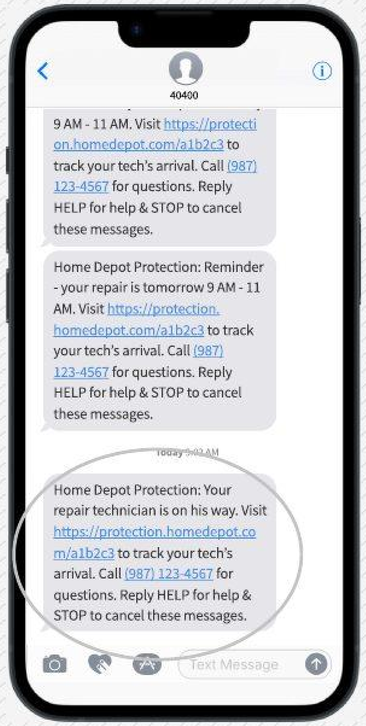
Confirming contact info



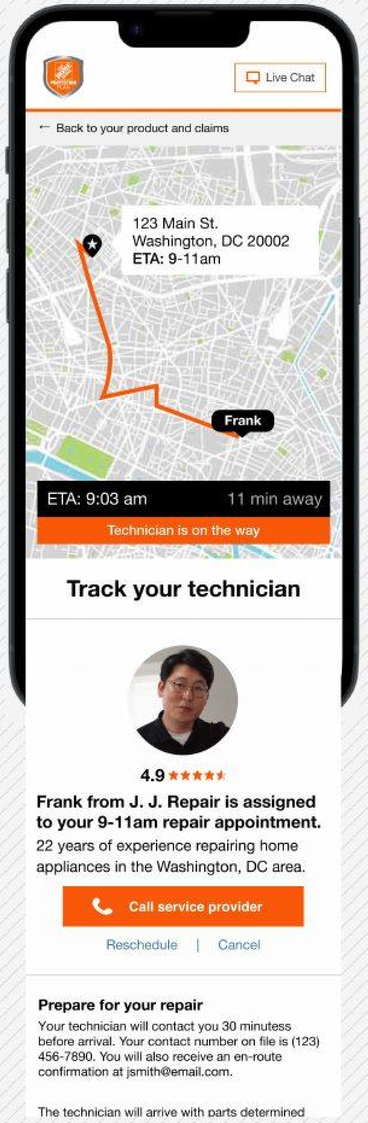
Scheduling repair appointment



Claim submitted



Text message: Technician on the way with link to website



Tracking the technician who uses the Service Bench app

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Outcomes

- ✓ **Design workshops and cross-functional collaboration resulted in new strategic investments to optimize services and products.**
- ✓ **Prototype demos led to Home Depot's approval of new experiences that better supported their program.**
- ✓ **Home Depot's claim experience was successfully migrated to Asurion's new claims platform in Fall 2019.**
- ✓ **Home Depot extended their contract with Asurion with a promise of continued CX improvements.**

Business results

The redesigned claims platform as a centralized protection hub, the addition of new features, and the optimization of communications led to the following:

+29%
Increase in web claim initiations

+9%
Increase in web claim resolutions

+8pt
Increase in NPS score

-10%
Reduction in web claim abandons

-43%
Reduction in agent workload (calls/chats)

-32%
Reduction in customer compaints

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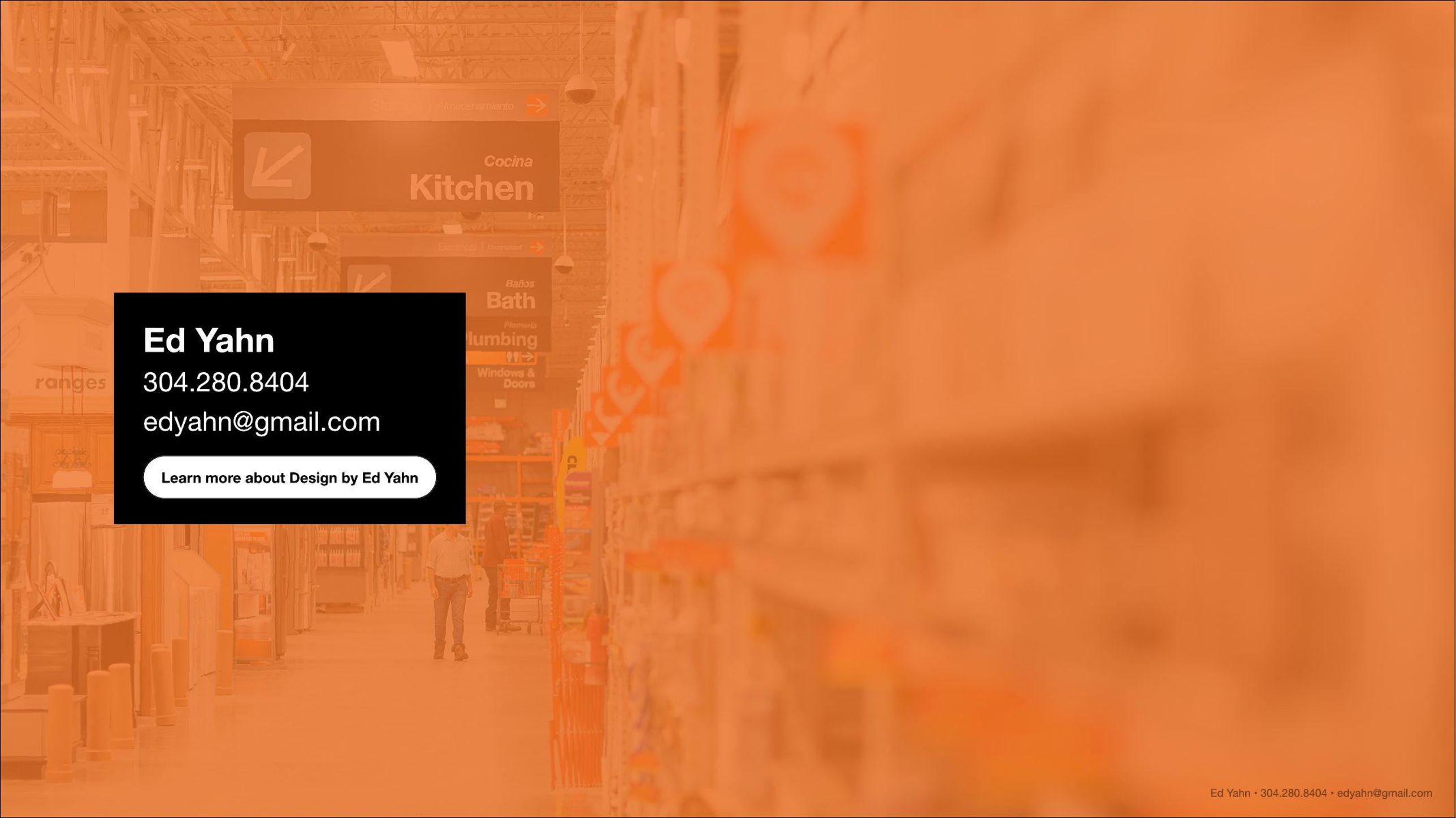

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