

FORTH Project Details

Sector: Insurance Sector

User: Europ Assistance

Country: Belgium

Year: 2013

Online Offline

Facilitator(s): Sara Pieters



Innovation Assignment:

EA offers assistance insurances. To respond to the changing needs of customers and the digitalisation of services. The task was to develop 4 new concepts for both existing and new target groups in Belgium. This process was rolled out to strengthen the solidarity and commitment between employees in the organisation.

Highlights of the process:

The expedition involved 9 core and 14 extended team members exploring 9 innovation opportunities. We discovered more than 40 customer needs and frictions during the different customer panel meetings. We ideated 1482 ideas, of which 10 were tested in the market and 4 were developed into mini new business cases.

Main results:

The FORTH expedition had a very positive impact on the building of an innovative mindset within the EA organisation. Today House Assist (<https://www.europ-assistance.be/woningbijstand/house-assist>) is one of the concepts that was developed and offered in the market. The road assistance services have been extended, incorporating bike assistance and a customer-centric approach is more deeply rooted in the organisation.

