

King-Casey Case History:

Travelers



Travelers

The Situation: To differentiate itself from the competition, Travelers Insurance has introduced a new level of personalized service for automobile accident claim and repair. “ConciergeClaim” provides a highly personalized way to seamlessly manage the entire process from start to finish.

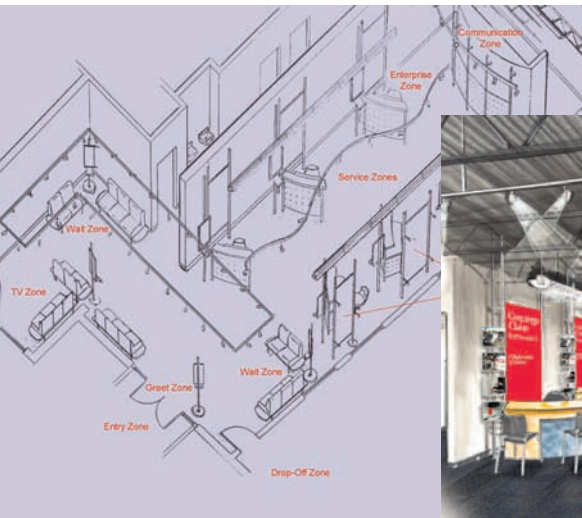
The Challenge: Travelers needed a new “retail” store concept for ConciergeClaim that was strongly branded, distinctive, inviting, friendly and communicated a high level of personalized, professional service. And from concept to build-out, they needed it done within three months. They came to King-Casey for an effective solution.

The Solution: King-Casey’s retail design experts developed a proprietary 3-D brand concept for Travelers new ConciergeClaim service centers. The project called for the overall retail strategy, exterior design, interior layout, customer flow, interior decor and merchandising elements. The result? A quick and cost effective solution that elevates the Travelers brand and delivers a world-class customer experience.



Before Images (above):

The site for Travelers Concierge Claim prototype location was a warehouse that had to be re-modeled and branded within a timeline of 3 months from launch to opening.



Design Based on Customer Zones (above left):

King-Casey’s design team used its proprietary COZI® strategic discipline to craft interior floor plans to optimize operational efficiencies zone by zone, while delivering a world-class experience for Travelers’ ConciergeClaim customers.

New Concept Renderings (Middle and Right):

These color renderings represent King-Casey’s recommended design solution; a powerful 3-D branding for Travelers’ new ConciergeClaim service centers.

New Interior (below):

King-Casey's branded interior optimizes the ConciergeClaim experience while allowing for a quick and cost-effective build-out. Decor elements were specified from readily available materials and fixtures to ensure that the accelerated schedule could be met.



New Exterior (above):

The end result was a powerfully branded building that can be easily identified from blocks away and a curb-to-curb customer experience that elevates the brand experience to optimum levels of customer satisfaction.

King•Casey is one of the leaders in retail branding and design. For more than half a century, King•Casey has been helping organizations build competitive brands by dramatically improving the customer experience. The firm was one the the first to blend scientific consumer research with creative design to develop innovative solutions that result in increased customer loyalty, higher sales, faster service, and greater return on investment. King•Casey provides a complete range of services including assessment, research, branding, visual merchandising, retail prototype design, and rollout.

COZI® - (Customer Operating Zone Improvement) is King•Casey's unique strategic principle for brand building which focuses on understanding your customer's behavior to develop and zone brand specific solutions that make the customer decision making and purchase process faster, easier and overall more pleasant. Success depends on the customer experiencing, a clear and compelling brand strategy designed into the store, and executed in a fresh, real and tangible way at every point of customer contact.



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