DirectAsia.com’s business expanded

Bangkok, 08June 2015–DirectAsia.com (Thailand)updates that it is on track to exceed the goals of its launch campaign even in a flat year to date for Thai motor insurance growth. Many car owners have embraced DirectAsia.com’s online and direct service model, following the online motor insurance broker’s integrated communications campaign, which was launched in the first week of January this year.

DirectAsia.com is the only company offering hard guarantees on both low prices and speed of service, two propositions the online broker took to TV, radio, outdoor ads and digital media in Q1.

DirectAsia.com’s brand awareness research conducted with an external research firm in April among 500 car owners in Bangkok and Chonburi provinces, indicates that 23 percent of the target audience are already aware of the brand.

DirectAsia.com set itself a target of achieving 10 percent brand awareness from the communication campaign but has significantly exceeded the goal. It set a target of surpassing 10,000 customers this year and is well on the way, surpassing 7,000 as at May 31.

Until now, over 1.5 million people visited DirectAsia.com’s website and the company is issuing more than 10,000 quotes per month on average this year.

Michael Parker, chief executive officer of DirectAsia Thailand, says the company is pleased with the performance of the Launch campaign which has set a solid foundation for growth in customer acquisition.

“One in four private car owners recall our brand. We took care to marry creative juice with our objectives and test with consumers and by first measure, we are optimistic about the impact for our brand,” he says.

“From our external brand research, consumers appreciate the message we are communicating about low prices, fast service and personal care.

“We use a tough measure, Net Promoter Score, to assess our customers’ satisfaction and loyalty. Our NPS is running at +56 and eight out of ten customers tell us they would commend us to people they know. This tells us we are delivering on our promises to customers, which is the most important thing.”

Net Promoter Score was developed by Bain & Company. A company’s score is the result of subtracting the percentage of customers who are negative about a brand (scoring 0-6) from the percentage who are promoters (scoring 9-10), omitting the percentage who are passive (score 7-8).A score above zero is positive and brands who use NPS aspire to scores above +50.

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About DirectAsia.comThailand

DirectAsia.com (Thailand) is the brand for two operating companies, a licensed insurance broker in

Thailand regulated by the Office of the Insurance Commissioner (OIC), and a service company, both established in 2013.DirectAsia.com (Thailand) offers a smarter way to buy car insurance online or over the phone at 02-627-7777 at lower prices. Its head office is at Asia Centre, Sathorn Rd in Bangkok. DirectAsia.com (Thailand) is part of the DirectAsia.com Group, a Hiscox Group company.

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