



# Conjoint Solutions

Customers never buy for just one reason. Price is important, but so is quality. Range is important, but so is convenience. Brand is important, but so is service. You have to unravel these and other influences in order to understand why people choose one brand or product or service rather than another. How? Amárach has partnered with **EPIC Conjoint** to deliver robust models of consumer behaviour based on a technique called conjoint analysis.



## Car Insurance: The Role of Brand

### Customer Requirements:

to measure the contribution of brand to customer retention and acquisition in a marketplace characterised by an extreme focus on price to the detriment of brand and loyalty.

### Research Methodology:

We focused on a specific cohort of drivers (30-40, clean licence, 5 year old car) and presented them with discrete choices between different car brands, product attributes and price points (including competitors).

### Research Impact:

the findings showed that certain insurers enjoyed a 'brand premium' that enabled them to compete on factors (such as 'second drivers') while not being the cheapest choice on a pure price basis.

## Conjoint Solutions

Amárach has formed a partnership with **EPIC Conjoint\***, the conjoint analysis software platform. We have worked in the telecoms, financial, retail, recruitment and advertising sectors to deliver powerful and actionable results.



Studies that previously took weeks and cost hundreds of thousands can now be done in days for a fraction of the cost. Let us unravel the behavioural drivers in your marketplace and guide you along the optimal path to future success.

\* [epicconjoint.com](https://epicconjoint.com)



Read our  
**'Seven Reasons to use Amárach':**  
<https://amarach.com/>

Find out more

"We believe in helping our clients succeed & grow through a better understanding of their customers' needs."

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