



Proven Business Impact

This case study was selected in August 2026 by an independent panel of CXPA judges for recognition of its demonstration of the positive business impact created through a customer experience focus.

CXPA Proven Business Impact: AG Insurance – From Customer to Brand Advocate

Company Overview

AG Insurance operates through a strong intermediary model and sought to create meaningful direct customer interactions beyond policy administration and claims. The organization developed AG Car & Bike Repair Days to provide a tangible customer benefit while strengthening loyalty, advocacy, and customer satisfaction.

Business Challenge

Many customer interactions in mobility insurance occur during transactional or stressful moments. AG Insurance wanted to create a positive and memorable touchpoint outside the claims journey while demonstrating its brand promise through practical customer support. The initiative also addressed a strategic objective to make customer experience more visible and tangible for customers.

Customer Experience Initiative: AG Car & Bike Repair Days

Launched in 2018, AG Car Repair Days became a recurring nationwide event held twice annually across Belgium. Customers receive complimentary dent repair services using Paintless Dent Repair technology. The program later expanded to include bike maintenance, small bicycle repairs, vehicle health checks, and innovative hail-scan services. Cross-functional collaboration across marketing, communications, legal, IT, event operations, and external partners supported nationwide delivery.

Instead of engaging customers only through policies and claims, AG Insurance created a service experience that delivers immediate and visible value. The initiative combines customer appreciation, sustainability, operational excellence, partner engagement, and brand differentiation into a scalable loyalty platform.

Proven Business Impact

Created a new loyalty-stage customer touchpoint

- Prior to the initiative, AG Insurance had no structured loyalty event within the mobility customer journey.

- The program transformed traditionally transactional interactions into positive value-added experiences.

Generated exceptional customer advocacy

- Net Promoter Scores exceeded 90 across AG Car Repair Days events.
- The first Bike Repair pilot achieved an NPS® of 90.
- The latest anniversary edition reported 95% customer satisfaction.

Scaled customer engagement nationally

- More than 15,000 vehicles have been serviced since launch.
- Approximately 45,000 dents have been repaired.
- Approximately 200 bicycles have been serviced since Bike Repair Days were introduced.
- Events sell out shortly after registration opens.

Expanded operational capacity and innovation

- Current events can accommodate approximately 750 vehicles per day.
- Around 30 specialized technicians support each event.
- The concept expanded from vehicle dent repair to bicycle services, vehicle health checks, and automated hail-scan capabilities.

Strengthened brand differentiation and reputation

- External publications highlighted the initiative as unique within the Belgian insurance market.
- Customers, brokers, and industry partners publicly recognized the experience and service quality.
- The initiative reinforced AG Insurance as a customer-focused and innovative partner.

Key Lessons

AG Insurance demonstrated that even in industries with limited direct customer interaction, organizations can build loyalty through practical, memorable experiences that deliver visible value. By starting with a simple concept, continuously evolving it through customer feedback, and maintaining operational excellence, the organization transformed customer appreciation into measurable engagement, advocacy, and sustained demand.

Core Business KPIs Impacted

Customer Retention; Customer Acquisition; Word-of-Mouth and Referrals; Customer Satisfaction (CSAT); Net Promoter Score (NPS); Customer Advocacy; Customer Engagement; and Brand Preference.

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