



Allstate[®]

Use Case: Concept Testing



1Q has been an invaluable tool in getting us answers to product development questions and we would recommend it to any company looking for quick, reliable results that can be confidently shared with anyone.

RAKESH PATEL, Senior Manager, Market Research Insights & Intelligence



BACKGROUND

Every year, dozens of viable product and service ideas are developed by leaders across the Allstate enterprise. Allstate conducts consumer testing before any concept is introduced to market.

In the “old days” (pre-2017), Allstate engaged in month-long primary quantitative research with a traditional external research partner. Insights consistently came in too late to have any real business impact. Allstate’s internal stakeholders grew increasingly frustrated with the Market Research team’s inability to produce meaningful, statistically-valid research that would support (or refute) their concepts in a timely manner.

Since 2019, Allstate has run dozens of new product concepts through 1Q for quick-turn research. 1Q empowers Allstate to give concepts a quick “thumbs up” for further development or a “thumbs down” for de-prioritization or cancellation.

KEY BUSINESS CHALLENGE

In the summer of 2020, **Allstate used 1Q to evaluate 20 concepts that were developed by a large cross-functional team** responsible for developing concepts for significant growth. Using 1Q, Allstate screened over 1,000 smartphone owners and asked them about their likelihood to purchase cell phone insurance and whether they would prefer to purchase it from Allstate, Verizon, T-Mobile, AT&T or another provider.

IMPACT

This extensive concept evaluation effort led to the inception of Allstate’s Phone Protection Plus. 1Q consumer feedback gave significant assurances in launching Allstate’s mobile phone insurance and allows Allstate to compete with major cell phone providers.

The insights from the 1Q surveys allowed the Allstate marketing team to provide Allstate leadership very statistically valid results that could be relied upon to predict the potential success of our cell phone offer.