



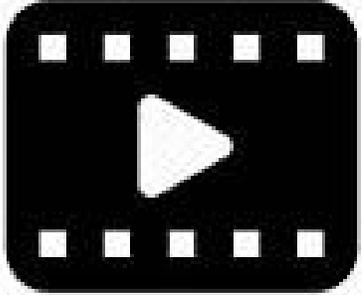
**TDI ACADEMY**  
LEARNING FOR THE DIGITAL AGE

# Lesson 4 – Changing Consumer Behaviours

## Overview



# One frustrating customer experience!



**Meet the Parents – Airport Scene, Universal Studios, 2000**

**TDI viewing Tip;**

This is a quick clip – sit back and enjoy!

**Duration: 1 Min 11 Sec**

[Video link](#)



## Possible discussion points for Weekly Clinic / Things to think about

- This clip raises questions around the power-play between companies and their customers
  - The processes they use and when
  - How company representatives communicate with their customers
- This film is now nearly 20 years old
  - With the advent of new technologies, and the power of Social Media, could / should companies still be treating customers this way?





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# Changing Consumer Behaviours



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# Why this lesson will be useful for you

- This lesson aims to provide you with essential knowledge and understanding of consumer behaviour and how changes in the behaviour of consumers might influence the insurance industry. In particular, the lesson will:
  - define consumer behaviour
  - explore how consumer behaviours are changing, and
  - consider the implications of these changing consumer behaviours on the insurance industry
- This lesson will allow you to think about the topics discussed and apply the knowledge gained in your own environment.



# Your key learning goals

On successful completion of this lesson, participants should be able, at a threshold level, to:

**Understand how consumer behaviours are changing and how this influences the insurance industry :**

Goal 1

Explain the main characteristics of consumer behaviour

Goal 2

Discuss why insurers need to be looking beyond insurance to understand what consumers really want

Goal 3

Understand why, in the digital world, its customers, not companies, which are king



In this lesson, we will discuss what is consumer behaviour, and how digital is changing consumer behaviour. We will explore the implications for insurance with the change in consumer behaviour from digital transformation.

01

What is consumer behaviour?

02

How is digital changing consumer behaviour?

03

Implications for insurance

