

GEICO Best Meets User Needs. USAA and State Farm Round Out Top 3.

Key Lime Interactive (KLI) combined consumer survey with expert review and identified GEICO as the leader for the best auto insurance mobile experience.

Miami, FL ([PRWEB](#)) July 01, 2015 -- Key Lime Interactive (KLI), a leader in Competitive Index Reporting, announced yesterday in their quarterly report that GEICO is outperforming their competition when it comes to meeting mobile consumer needs. This win comes just three months after a near dead heat with USAA, in which they were only 0.4% behind.

“After a major app update a few months ago, GEICO now has a decisive 6% lead over USAA Overall.” states Dana Bishop, KLI’s Director of Quantitative Research and report author. “Our scoring is weighted based on importance of various features and capabilities to the consumer. GEICO has gained the advantage with recent additions that consumers value most in areas including claims, managing account settings, customer support, and alerts.”

Beyond the “best overall” category, Key Lime Interactive’s report looks separately at mobile site, iOS app and Android app. In previous reports, GEICO was just a few points above USAA in the mobile site category, however, in this report, GEICO boasted an 8% lead. For apps, generally, GEICO placed first across the board.

In an effort to keep current in this competitive industry, KLI publishes these reports quarterly as many of the included carriers update features and capabilities with high frequency to satisfy their users. For example in this past release, it was noted that State Farm was keeping top of mind the most important category for consumers as revealed in the survey: security. They added a Touch ID for login, among other things, on iOS. Allstate paid close attention to account and coverage change options, features that are continually above average importance in the consumer survey quarter after quarter.

“A beautiful mobile offering that stays on brand is one thing, but a solution that offers consumers exactly what they need is what differentiates a carrier from the pack.” states Philip McGuinness, contributing researcher. “Our consumer survey is critical to our ranking. We’re not running an expert review, we’re ranking based on what today’s mobile consumers demand.”

Trends and Innovations

Key Lime Interactive’s research team believes that companies who make innovation a strategic priority, and who are dedicated to investing in meeting consumer needs by delivering a best-in-class mobile experience, will gain market share. A new section to the report series titled “Trends & Innovations” is dedicated to taking a glimpse into the future; it highlights current trends, evolving consumer needs and preferences, and predicts the most noteworthy elements to consider when endeavoring to provide a wholesome and successful user experience in the coming months and years.

To purchase the published report, please reach out to Key Lime Interactive for more information at sales(at)keylimeinteractive(dot)com.

Researchers, Designers, Executives, Journalists and Bloggers in the Insurance and Finance Industries are encouraged to contact Key Lime Interactive with any additional questions.

About Key Lime Interactive

KLI is a user experience research firm with proven excellence in both quantitative and qualitative user and consumer testing. To serve our growing client list of Fortune 100 companies, we conduct competitive research, true intent / voice of customer studies, and prototype studies using quantitative methods. Additionally, we're experienced in moderating one-on-one interviews/ usability studies, focus groups, and eye-tracking studies for both the traditional and mobile web. Ultimately, our goal is to empower teams to use consumer/user experience data at any and all phases of product development; from strategy to implementation. We aim to provide the true perspective of target users and build exceptional consumer-driven solutions.



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