



AXA Assistance transforms the insurance journey with Google Wallet.

AXA Assistance transformed the entire insurance journey with Google Wallet and YourPass — boosting engagement, automating customer interactions, and unlocking new revenue growth.

The Challenge

AXA faced fragmented communication, low post-purchase engagement, and manual processes. Customers found it difficult to access policy details or initiate claims ("self-care"), leading to high support costs, low satisfaction, and missed cross-sell opportunities.

- Fragmented communication channels (email/SMS).
- Difficult process for customers to access services or file claims.
- Lack of real-time updates and automated communication.
- Missed opportunities for renewals and up-selling.

The Solution

AXA partnered with YourPass to integrate Google Wallet as a central digital touchpoint for its insurance customers.

- **Digital Insurance Card:** Policyholders instantly add a dynamic card to Google Wallet post-purchase—no separate app required.
- **Dynamic Updates:** The pass delivers real-time push notifications for claims status, reminders, and service alerts.
- **Automated Journey:** The solution automates the entire customer lifecycle, from onboarding and claims handling to renewal reminders and policy upgrades.
- **Self-Service Links:** The card provides deep links directly to claims portals, support contacts, and policy documents, dramatically improving the self-care process.



The Results:

The integration turned Google Wallet into one of AXA's most profitable engagement and revenue channels.



"Integrating Google Wallet with YourPass has enabled us to fully digitalize the insurance journey... resulting in significantly higher adoption, stronger retention, and a much better overall customer experience."

Pavel Jechort, Chief Marketing Officer, CEE & Germany
AXA Assistance

