

B-PARTNER LAB WAVE 2024

MAIN RESULTS

The BP Lab is a research study launched in Q1 2024, exploring satisfaction and brand perception among our Business Partners

7 markets
US, BR, FR, UK, DE, IT & AU



181 B-Partners interviewed
26% participation rate

+focus on **Global accounts**

131 Benchmark interviews

OVERALL PERFORMANCE



OUR KEY ASSETS

Strong relationship



95% are satisfied
+24 pts Vs benchmark

"Thanks to an extremely committed sales representative, a 5-star satisfaction"

Elmar Kriesten
Terminal Eins
Reisevermittlungs GmbH

Effective communication



88% are satisfied
+13 pts Vs benchmark

"They bring us how and what happened with transparency, and this greatly strengthens our partnership and our business"

Eduardo Hamada
Toyota

Reliable products & services



92% are satisfied
+7 pts Vs benchmark

"A secure partnership with a world-leading company that has provided me with complete assistance and peace of mind for my business and my clients up to today"

Martina Zaffani
Altrimenti Viaggi



OUR PERCEIVED BRAND VALUES

96% of B-Partners thinks of us as an organization they trust
+9 pts Vs benchmark

"This is a smooth, transparent, and caring partnership"

Jean-Luc Cerveau
BMW Finances

90% of B-Partners agree that we bring value to their brand and strategy" +10 pts Vs benchmark

"Given the fact we are two different companies and objectives, we always find a way to help each other in a timely manner"

Ariadna Busquets
N26

4 out of 5 of our B-Partners agree to say that Allianz Partners is better than most in the industry / the best in the industry +7 pts Vs benchmark

UPCOMING FOCUS AREAS

to boost even more Business Partners' satisfaction

DATA & REPORTING

Provide with more useful data to tell an insightful story

CUSTOMER FACING DIGITAL TOOLS

Make our apps more user-friendly

IT & TECHNOLOGY

Enable easier integration of our products in our B-Partners' systems