

**BlueShift**  
High School Business  
Case Competition



# QUT BlueShift

**Business Case Competition**

**2022 Business Case**



**comparethemarket®**

## Table of Contents

Table of Contents.....	2
Confidentiality .....	2
1. Business Challenge for BlueShift Consulting Teams.....	3
2. About Compare the Market .....	4
3. About Compare the Market <i>Simples</i> app.....	5
4. Find out more about Compare the Market.....	6
5. Additional Support Resources.....	6
6. Partners .....	6
7. Key Contacts.....	6

### **Confidentiality**

This case on Compare the Market has been prepared for BlueShift 2022. It is for the use of registered participants only and is not to be copied or distributed beyond the requirements of the competition.

## 1. Business Challenge for BlueShift Consulting Teams

The BlueShift business case focuses on the Compare the Market *Simples* app. The app is a multi-function app with two main uses. The app is currently free to download.

1. Fuel comparison that enables motorists to search participating local fuel stations and find the cheapest fuel prices in their area;
2. 'Meerkat Mondays', a weekly prize draw for Compare the Market customers

The challenge in the business case is two-fold:

1. How to attract new users to download the *Simples* app, and encourage more frequent interactions with the app; and
2. How the app could be evolved and developed to provide more commercial value to Compare the Market.

Your team must submit a written report which includes:

1. Cover page (maximum one A4 page)
2. Table of contents (maximum one A4 page)
3. Executive Summary (maximum one A4 page) which summarises your entire report, not just an introduction
4. Research and analysis (maximum three A4 pages), including:
  - a. Your team's understanding of Compare the Market as a business and its *Simples* app.
  - b. Key findings from data, reports, and research that Compare the Market should consider in the context of three main business challenges:
    - i. Media fragmentation which can make it more difficult and costly to promote the *Simples* app.
    - ii. Lack of differentiation between Compare the Market and its main competitors (in terms of both the app and comparison services); and
    - iii. Customer inertia to switching products and/or changing behaviours.
5. Recommendations (maximum three A4 pages), including
  - a. Present, describe, and justify a comprehensive strategy and associated tactics in response to the challenge and specific contexts.
  - b. Identify key budget items for your recommended idea (your team does not need to include figures in this section, rather demonstrate that your team has considered budget, including how the recommendations will generate income or some other value);
  - c. Timeline for implementation.
  - d. Evaluation approach to track and measure the success of your team's recommended strategy and tactics.
6. Overview of your consulting team (one A4 page)
7. List of references and sources (no page limit)

## 2. About Compare the Market

Compare the Market is a comparison service or 'aggregator'. This means Compare the Market partners with multiple insurance, utility, fuel, and banking product providers, to enable consumers to compare and buy from a wide range of products all in one place. Customers can search quickly and easily for products based on price, features and benefits. Compare the Market is a one-stop-shop for consumers looking to get more value out of their household budget.

Compare the Market is first and foremost, an online company with the majority of consumers choosing to engage through online comparison service. However, as Compare the Market wants to provide consumers with the most useful experience possible, there are call centre experts on hand for customers wanting to discuss their health insurance, car insurance and energy needs.

Many consumers value having a conversation with Compare the Market experts as it gives them confidence that they have chosen the right product for them.

Compare the Market has 14 different verticals on its comparison panel (a vertical is just another way of saying 'product type'). Compare the Market aims to be a one-stop-shop for consumers wanting to compare multiple products at the same time to better manage their household budget and maximise savings.

The verticals offered by Compare the Market are:

1. Health insurance
2. Car insurance
3. Home and Contents insurance
4. Pet insurance
5. Travel insurance
6. Business insurance
7. Life insurance
8. Income Protection insurance
9. Roadside Assistance
10. Energy – electricity and gas
11. Home Loans
12. International Money Transfers
13. Hotels
14. Fuel

Compare the Market enables consumers to choose from more than 1000 different products, across more than 100 brands. Compare the Market is a completely free service to use for consumers.

Profit for the business comes from the insurers and other providers participating on the Compare the Market website, with these providers paying a commission when a consumer buys through Compare the Market comparison service. Consumers only pay the price of the product – there are no hidden charges.

By enabling people to compare multiple products side-by-side, Compare the Market aims to help drive healthy competition between insurers and product providers meaning they keep their products and pricing as customer-friendly as possible.

### **3. About Compare the Market *Simples* app**

Compare the Market launched its *Simples* mobile app in September 2019 and has already seen tens of thousands of installs across Australia.

The *Simples* app has four main functions:

1. Start a quote for any of Compare the Market's verticals
2. Fuel comparison leveraging fuel price data from around Australia.
3. Play Meerkat Mondays, a prize giveaway accessible to anyone who has bought a product via Compare the Market
4. Offers

The fuel price data in the *Simples* app is rendered using Google maps to provide the user with an easy-to-use map view of fuel prices (including the cheapest price) in their location or along any route they are taking, which allows users to make informed decisions before they fill up.

Compare the Market frequently sees instances of real savings from users that range from \$5 to upwards of \$20, just by empowering users with accurate, updated and contextual fuel prices via their mobile device.

The *Simples* app is an important extension of the services offered by Compare the Market to empower Australians with the information they need to better manage their household budgets.

Visit the [Simples app web page](#) to find out more.

#### 4. Find out more about Compare the Market

Visit the [website](#)

Read the [blog](#)

Find them on

[Facebook](#)

[Instagram](#)

[Twitter](#)

[YouTube](#)

[LinkedIn](#)

#### 5. Additional Support Resources

Visit the [QUT Library Community site](#) to find out about:

- Services for the public, including accessing databases on campus.
- Community borrowing; and
- Schools' Program

#### 6. Partners

##### Primary Sponsors



##### Accommodation Partner



##### Prize Sponsors



#### 7. More about BlueShift

Review the BlueShift [website](#) for resources, FAQ's and contact details for support.