CUSTOMER INTELLIGENCE

CHALLENGES

HIGH PRICE

POOR SERVICE

POOR CLAIMS HANDLING

Customers most frequently cite price, followed by poor service or poor claims handling, as a reason for leaving their insurance carrier.¹

CHANNEL

20%

A survey of small business customers found that about 20% would be very likely to buy insurance direct from carriers over the web if given the opportunity, and would expect a 10-15% discount in premium.²

83% / 82%

83% of the individuals use multiple channels across their range of transactions.

82% use a single channel for one transaction.³