

A New Era of Customer Communications in Insurance

Mark Breeding, *Partner, Strategy Meets Action*



The phrases “great customer experience” and “insurance industry” have not always fit together. Historically, people tended not to get excited about interacting with their insurance company – whether getting a policy in the mail, a letter from the claims department, communicating about changes to a policy, or other common insurance interactions. That was then, but things are different now. The digital world has changed the game, and insurers are intensely focused on improving the customer experience.¹ When you include the increasing frequency and variety of interactions with agents and policyholders, you have the potential for fundamental transformation in customer communications. In fact, there are now several converging factors that will result in heightened importance and activity related to customer communications management. And it’s a very good idea to explore these factors and the implications for insurers and their customers.

The digital world has changed the game, and insurers are intensely focused on improving the customer experience.

- **Customer Expectations:** Insurance may not be exciting, but customers still expect the same types of interactions they experience every day with companies in other industries. This means that documents, correspondence, e-mails, and other communications must be timely, accurate, visually interesting, easily consumed, and informative. And new coverages designed for the connected world are more interesting and exciting. Insurance that is on-demand, focused on the sharing economy, or related to smart homes and connected vehicles starts to improve the customer interest level.
- **The UI Explosion:** The way the world communicates is radically different than it was ten years ago, and the options

continue to increase. Mobile communications, messaging platforms, digital interactive documents, and other new user interface options are preferred modes of communicating for many individuals today. There are segments that still prefer a printed and mailed copy of their insurance document, but insurers must accommodate the entire, expanding range of options available to their customers.

- **Digital, Real-Time World:** Everything that insurance companies insure is becoming connected with the real-time data collection that is progressively increasing. Vehicles, buildings, and even people have smart devices of all manners that monitor their activities and the surrounding conditions. This creates a whole new set of opportunities for insurers to help customers manage risk. An important by-product is frequent communications that are increasingly real-time.

Add to these factors the digital transformation initiatives and the massive wave of core systems transformations underway at many insurers, and the result is an industry poised for significant changes in customer communications. Many recognize that a modern customer communications management platform is a mandatory element for successfully navigating the industry transformation in progress. Establishing an enterprise platform that manages the creation, management, and delivery of both digital and print communications to customers is vital to ensure that companies thrive in the digital age and succeed in this new era of customer communications.

So, what does all of this mean? For insurers it means moving from strategies and plans into execution. As the platforms get established and customer experience strategies firm up, there will be more investment, more projects, and ultimately more customer impact related to customer communications.

¹Over 90% of insurers have strategic initiatives focused on improving the customer experience, according to recent SMA research.

This is an extract from 'Focusing on the Customer, Cloud and Conversations: 7 Trends in Modern CCM'

[CLICK HERE](#)

Download the full whitepaper to discover the seven key CCM trends industry analysts and experts say are revolutionizing customer communications.

Webinar: Customer Communications That Improve Customer Experience

[CLICK HERE](#)

Hear more from Mark, along with Chris Murphy, Senior Director of Product Marketing for Smart Communications, as they discuss predictions for the future of customer communications within the insurance industry.