2017 Insurance Customer Conversations
The State of UK Insurance Digital Customer Experience

eptica MEANINGFUL CONVERSATIONS

Methodology

The 2017 Eptica Insurance Conversation Study evaluated the customer service capabilities of **20 leading UK insurers in five ways – through the web, email, Twitter, Facebook and chat. It looked in more depth at the experience and expectations of consumers.** Responses were graded not just on speed and relevance, but also on key factors such as understanding the context of a query, personalisation of the answer and demonstrating empathy when replying. **The Study also surveyed 1,000 consumers** on their views and satisfaction levels with the customer experience provided by insurance companies to get their perspective – and to find out if their expectations are being met.
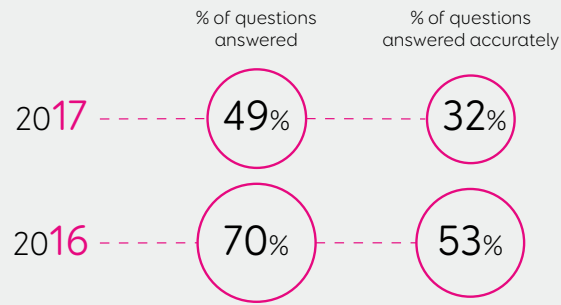
- Speed
- Relevance
- Context
- Personalisation
- Empathy

1 - Failing to cope

91% of consumers say that **good service** makes them more likely **to stay loyal**

However

Nearly 7/10 queries (68%) were **not answered**, or **answered inaccurately**

A **large** rise compared to **47%** in **2016**

% of questions answered
% of questions answered accurately

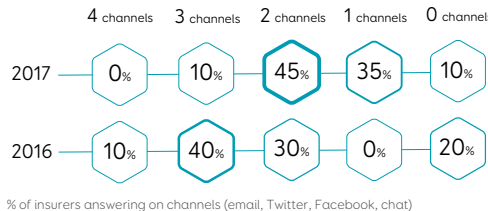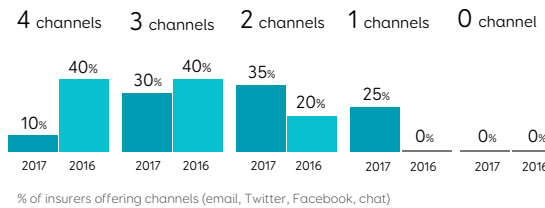|	% of questions answered	% of questions answered accurately
2017	49%	32%
2016	70%	53%

Number of responses, and number of correct responses across the web, email, Twitter, Facebook and chat

2 - Unichannel, not multichannel

78% of consumers expect to be able to make contact on one channel and then switch to another but insurers are not meeting their expectations

However

% of insurers offering channels (email, Twitter, Facebook, chat)

	4 channels	3 channels	2 channels	1 channels	0 channel
2017	10%	30%	35%	25%	0%
2016	40%	40%	20%	0%	0%

% of insurers answering on channels (email, Twitter, Facebook, chat)

	4 channels	3 channels	2 channels	1 channels	0 channels
2017	0%	10%	45%	35%	10%
2016	10%	40%	30%	0%	20%

3 - Social media beats email but no channel answers more than a third of questions

	✉ (email)	Twitter	Facebook
2017	23%	25%	30%
2016	80%	50%	40%
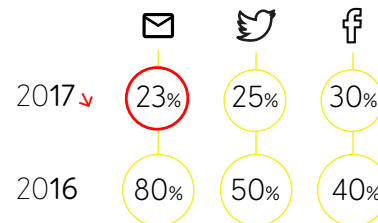
% of questions successfully answered by channel

4 - The growing importance of quality conversations

Nearly **three quarters (72%)** of **consumers** say that their expectations are **continually rising**

However

What is the most important factor when talking to insurers through digital channels?

- Context 28%
- Empathy 27%
- Personalisation 24%
- Speed 15%
- Relevance 6%
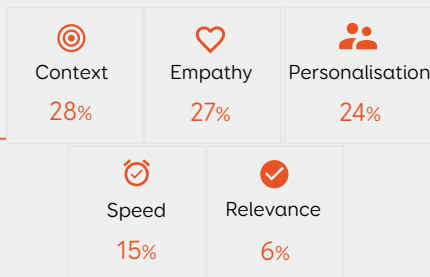
Quality of insurance conversations across all channels

Speed	Relevance	Empathy	Personalisation	Context
76%	68%	68%	65%	64%

→ **68%** Overall
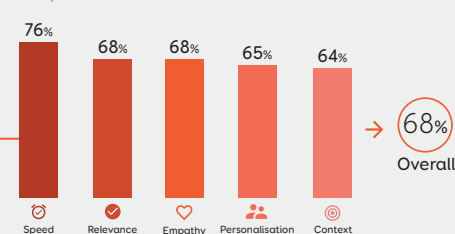
5 - The widening gap between best and worst

86% of consumers say they'll **choose a supplier** that **gives a fast, accurate** and **helpful** response.

However

The performance of insurers is polarising. **The best are getting better, while laggards are dropping further behind.**

For Examples

One insurer responded on (Facebook) in **3** minutes while another took nearly a day.

The **fastest response** on email was **54 minutes.** The **slowest** was over **5 days.**