

2016 INSURANCE MULTICHANNEL CUSTOMER EXPERIENCE STUDY

Eptica evaluated 100 leading U.S. insurers on their ability to provide answers to 10 routine questions via the web as well as their speed and accuracy when responding to email, Twitter, facebook and chat. The research aims to mimic the behaviour of ordinary consumers across digital channels. Additionally we asked 1,000 consumers how long they were willing to wait for answers on these channels

CUSTOMER SERVICE IN AN ANALOG WORLD

Insurers could only answer **28%** of all questions asked on the web, email and social media.

68% of responses asked consumers to pick up the phone!

SUCCESSFUL RESPONSES



EMAIL
37%
Email responses



WEB QUESTIONS
30%
Questions answered online

FACEBOOK

23%

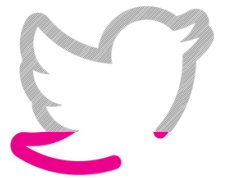
Facebook message responses



TWITTER

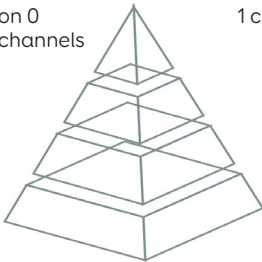
12%

Twitter responses

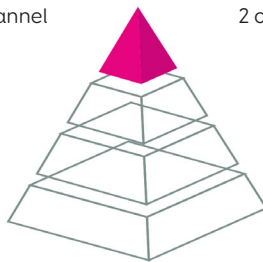


FAILING TO BE MULTICHANNEL

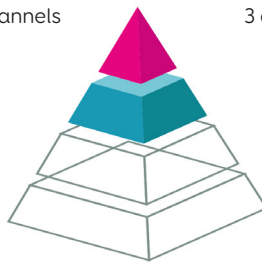
14% answered on 0 channels



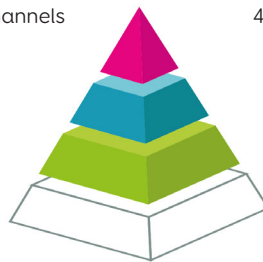
32% answered on 1 channel



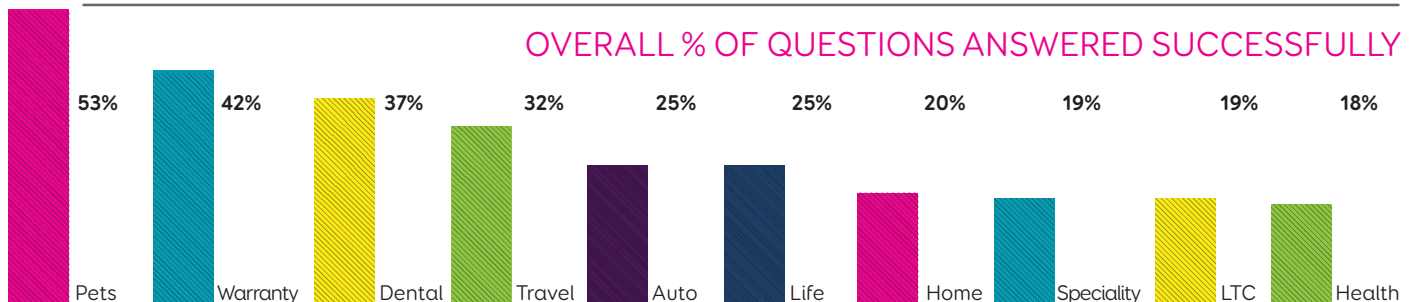
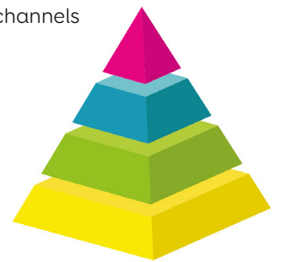
32% answered on 2 channels



21% answered on 3 channels



1% answered on 4 channels



CHAT



17% offered chat but only **5%** made it available

5/100

DOWNLOAD >>



Click for your copy of the full study

www.eptica.com/inus2016

eptica
MEANINGFUL CONVERSATIONS