

The 2019 Eptica Insurance Digital Trust Study evaluated the customer experience of leading UK insurers

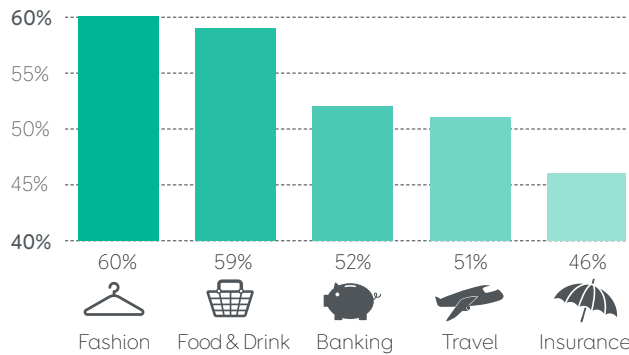
## How well are UK insurers performing?

**46%**

Questions answered via web self-service and across email, Twitter and Facebook - **up 10%** from 2017

but 54% received inaccurate or no answers at all

## Insurance performance lags behind



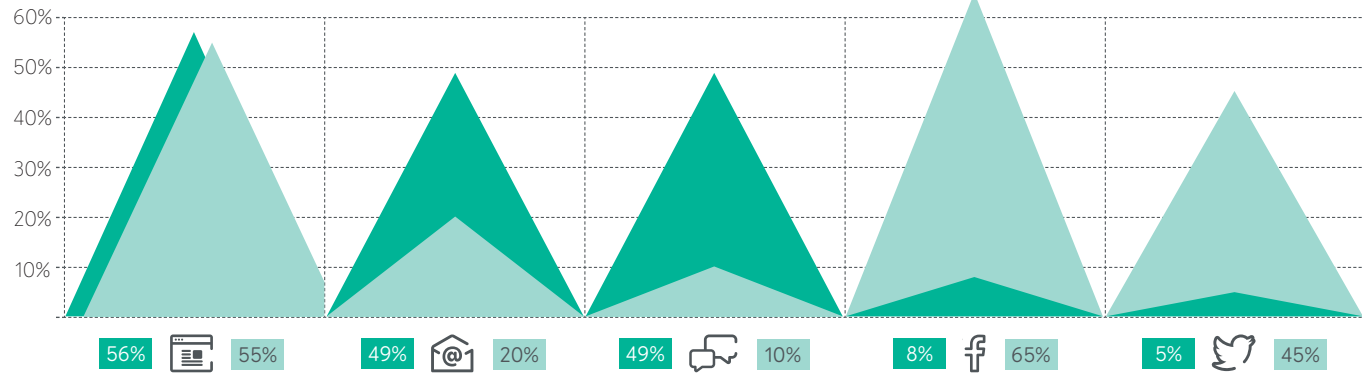
## Most trusted sectors

**Joint bottom!**

1	Food retailers (such as supermarkets)	21%
2	Government organisations (including local authorities, HMRC, and other agencies)	16%
3	Banks (including building societies)	12%
4	Ecommerce retailers (e.g. Amazon)	8%
=5	Financial services, Hotels, Electronics	5%
=6	Utilities, Fashion Retailers, Holiday companies (including booking websites)	4%
=7	<b>Insurance, Automotive, Technology/social media, Telecoms media companies, Airlines</b>	<b>3%</b>

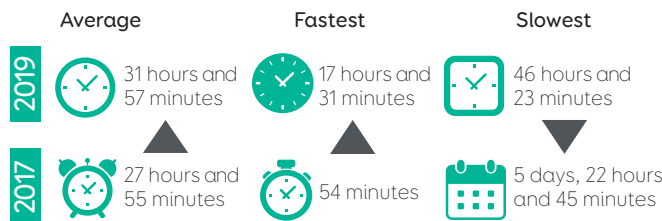
## Are insurers focusing on the right channels?

Ranked primary or secondary channel by 1,000 consumers | % of questions answered successfully

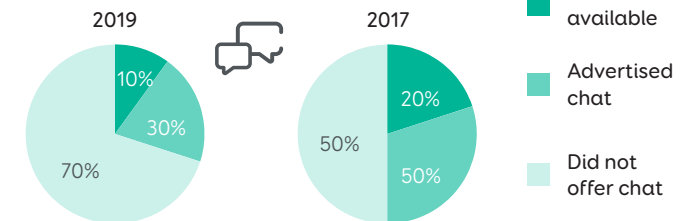


Performance is poor on the channels that consumers value most

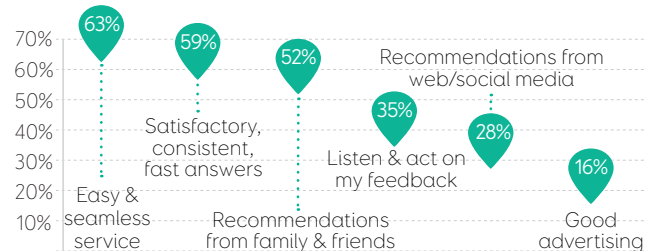
## The drop in email performance



## Is chat disappearing?



## What makes you trust a brand?



## What do you do when trust breaks down?

