



THE INSURANCE CUSTOMER STRATEGY SURVEY 2016

The industry-wide shift from a product-centric to a customer-centric model is completely transforming insurance carriers. With increasing competition, growing customer demands based on experiences with other industries and technology advances enabling endless opportunities, crafting and implementing a strong customer strategy is essential to survival.

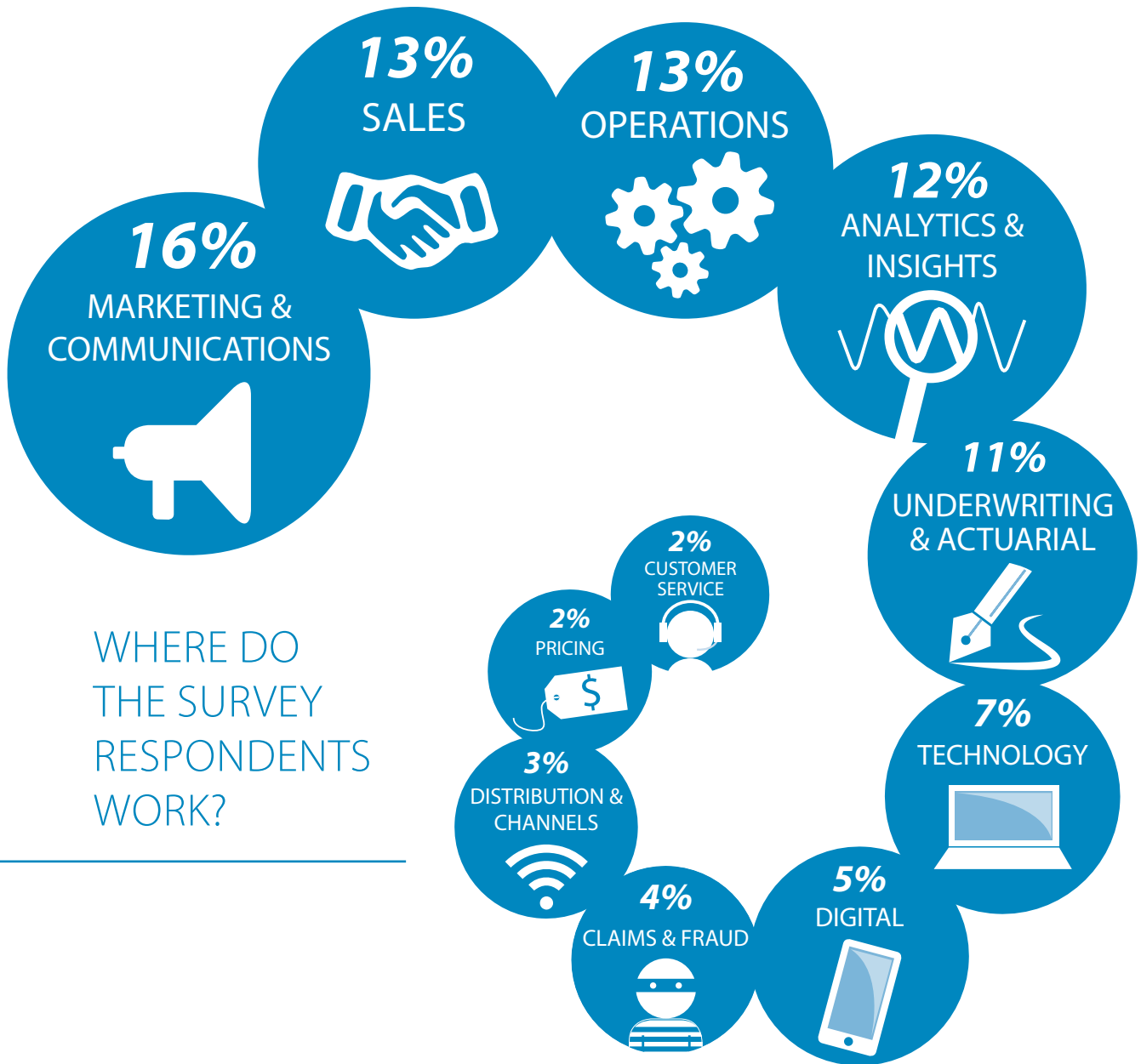
Insurance Nexus recently surveyed over 150 insurance executives to benchmark customer strategies across the industry, and found some interesting insights.

I2C: Insurance2Customer USA Summit

Conference & Networking Event
19 & 20 September 2016, Chicago

*Insurance Marketing: Data Driven,
Digitally Focused, Cutting Edge*

For more information, please visit:
[events.insurancenexus.com/
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DO YOU HAVE AN IN-DEPTH UNDERSTANDING OF YOUR CORE CUSTOMER SEGMENTS?



YES

64%



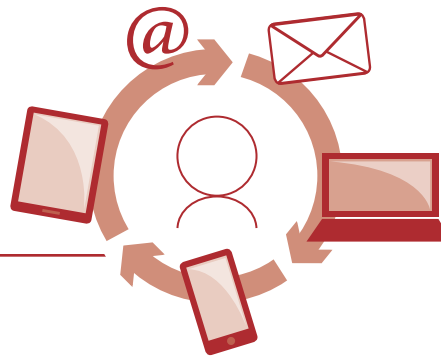
PARTIALLY

29%



NO
7%

DO YOU HAVE A CONSISTENT CUSTOMER EXPERIENCE ACROSS CHANNELS?



YES 36%

SOME DEPARTMENTS ARE CONSISTENT, NOT ALL 56%

NO 8%

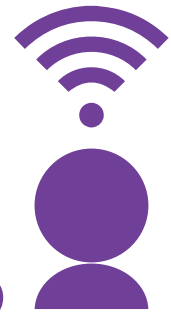
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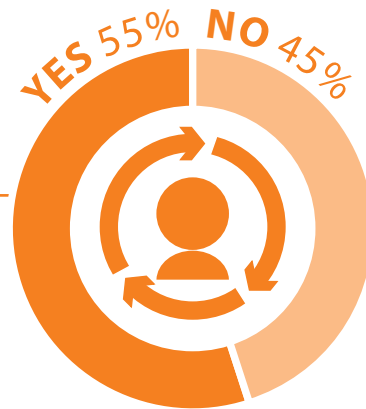
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DO YOU COMMUNICATE WITH YOUR CUSTOMERS BEYOND POLICY PURCHASE, CLAIM AND RENEWAL?

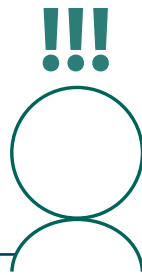


72% **YES**
NO 28%

IS YOUR ORGANISATION TRULY CUSTOMER CENTRIC?

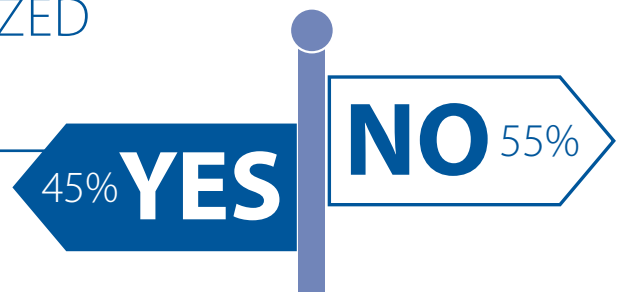


HOW ENGAGED ARE YOUR CUSTOMERS?



VERY ENGAGED 18%
SOMEWHAT ENGAGED 58%
NOT VERY ENGAGED 21%
NOT AT ALL ENGAGED 3%

HAVE YOU ASSESSED AND OPTIMIZED YOUR CUSTOMER JOURNEY?



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WHO ARE YOU WORKING WITH FOR YOUR CUSTOMER STRATEGY?



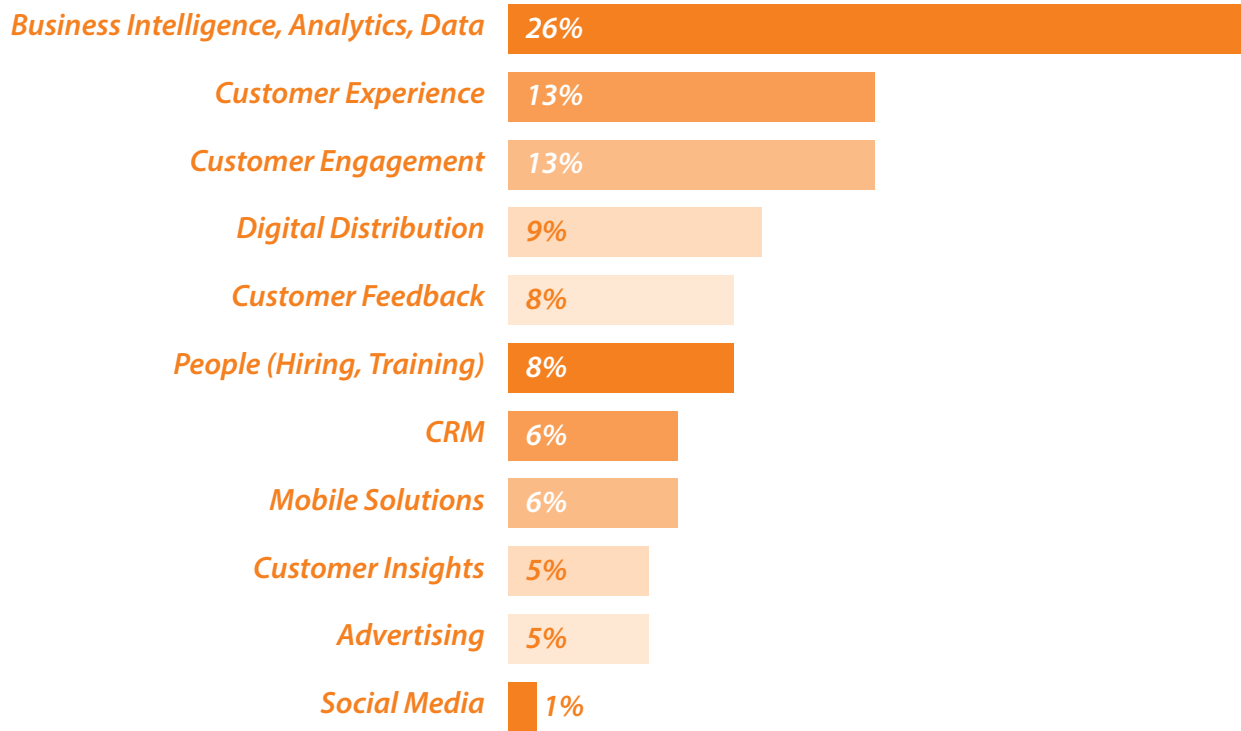
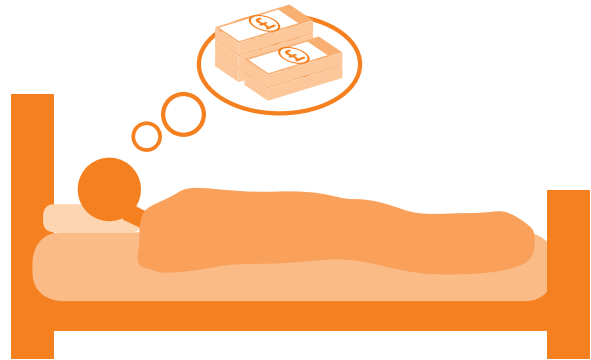
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IF THERE WAS AN UNLIMITED MARKETING BUDGET, WHERE WOULD IT GO?



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I2C: Insurance2Customer USA Summit is taking the lead from insurance carriers and are placing insurance customers at the heart of our two days discussion. This industry leading event will bring together senior marketing and customer executives from insurance carriers from across the US, including over 25 speakers and 100 delegates. They will explore the future of the insurance industry, best practice digital marketing tools to understand, reach and engage customers plus discuss how to lead customer-centric transformations within their organizations. A must-attend event in the insurance marketing space, this event will be number one for 2016.

<http://events.insurancenexus.com/insurance2customer>



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