

A large, blue, stylized chevron graphic pointing to the right, composed of two parallel lines that converge at the tip. The text "High performance. Delivered." is centered within the chevron.

High performance. Delivered.

Digital Insurer Blog: Why Claims Service Matters, Part Three

Podcast Transcript

Today's customers expect to be able to use multiple channels to interact with their insurer, and to switch between channels seamlessly. As part of the Accenture Insurance Claims Customer Satisfaction Survey, we asked nearly 8,000 policyholders which channels they prefer to use at various points in the claims process.

Approximately one-third of respondents chose the call center

as their preferred channel. And overall, this channel came out on top for submitting first notice of loss, checking a claim status and checking the status of repairs or replacements.

But digital channels are quickly catching up. For the purposes of this study, we defined digital channels as including an insurer's website, online chat, social media, smartphone or tablet apps and

text messages. We found that one-fifth of respondents would use digital channels to submit first notice of loss, and more than one-quarter would use them to check on the status of a claim, replacement or repair.

Finally, the agency channel came in third as the preferred channel for submitting first notice of loss. So while we expect digital channels to command more traffic

in the near future, customers still value face-to-face interactions.

In short, insurers need to continue the push to digital, while also offering robust claims capabilities through call center and agency channels. By offering a seamless experience within and across channels, insurers can create exceptional customer experiences.