

Accenture Financial Services Global Distribution & Marketing Consumer Study: Insurance

New technologies and consumer expectations are changing the ways insurers will structure their offering, services and interactions across the end-to-end consumer journey. We surveyed 33,000 customers across 18 markets and found 5 emerging trends. Although pricing and value continue to influence loyalty, today's customers want more from their insurer, and in more ways.

1. Customers want personalized real-time services.

46% would welcome advice on how to be a safer driver

2. Customers are open to new kinds of advice.

74% would accept computer-generated insurance coverage advice

3. New rivals are emerging.

29% would buy insurance from an online provider like Amazon

4. New approaches to insurance are gaining traction.

55% of respondents would consider peer-to-peer life insurance

5. Customers will share data – at a price.

67% say sharing more data should return lower prices

Where are the opportunities?

The future of insurance is fluid. Shaped by customer expectation, tech innovation and the agile service offerings you deliver. Success depends on new models and real-time interactions that deliver tangible customer benefits, the hybridization of advice, and secure digital distribution models.

How can you maximize these opportunities?

Download our insurance report to find out:
[accenture.com/FSConsumerStudyInsurance](https://www.accenture.com/FSConsumerStudyInsurance)