

A large, blue chevron graphic pointing to the right, with the text "High performance. Delivered." centered within it.

High performance. Delivered.

Digital Insurer Blog: Why Claims Service Matters, Part Four

Podcast Transcript

Claims leaders are inundated with priorities and projects, from traditional concerns like minimizing losses and preventing fraud, to more recent issues like how to get the most from social media and apps. As part of our global study of consumer attitudes to claims, we asked customers about how they use social media and apps for insurance. Let's look at some of our findings.

Accenture research found that approximately 30 percent of insurance customers have shared their claims experience on social media, and that approximately 40 percent use online reviews as part of their decision-making process. In other words, insurers have a compelling reason to ensure their customers are happy—because otherwise, one person's dissatisfaction can be quickly

magnified and referenced on a social network.

In addition, while many insurers have developed consumer-facing apps, our study found that only 11 percent of respondents are using an insurer's app.

There were two main barriers to adoption: 43 percent of respondents didn't know apps like

these existed, and 46 percent knew about them but didn't see the value in using them. It's clear that insurers must do a better job of promoting their mobile apps and how they can benefit the customer.

While social media and apps are fairly new elements in the claims process, insurers can make use of these digital tools to engage customers, raise brand awareness

and improve customer satisfaction. In addition, these tools can enable insurers to position their claims performance as a differentiator—to establish a reputation as an insurer that settles claims quickly, fairly and transparently. Ultimately, this can help retain existing customers and attract new ones.