Quantum Metric

DIGITAL INSURANCE EBOOK

Unlocking digital adoption: The new policy for insurance companies.

How today's top insurers are leveraging faster data and insights to bring a human touch to digital.

Premium expectations: Building and simplifying customer-centric digital products.

It's no secret insurance is a complex business. But too often, this complexity surfaces in the digital customer experience, leaving many customers frustrated.

From policy administration to agency management, a recent JD Power survey found digital insurance offerings lag behind customer expectations. Many are known for just building "good enough" digital experiences.

And with the rising threat of insurtech companies and new, niche digital offerings, how can insurers focus on new ways to engage customers and keep them coming back with digital experiences that are both fast and personalized?

To get ahead of expectations and take on digital disruptors, many insurers are focused on three strategic pillars over the next year:

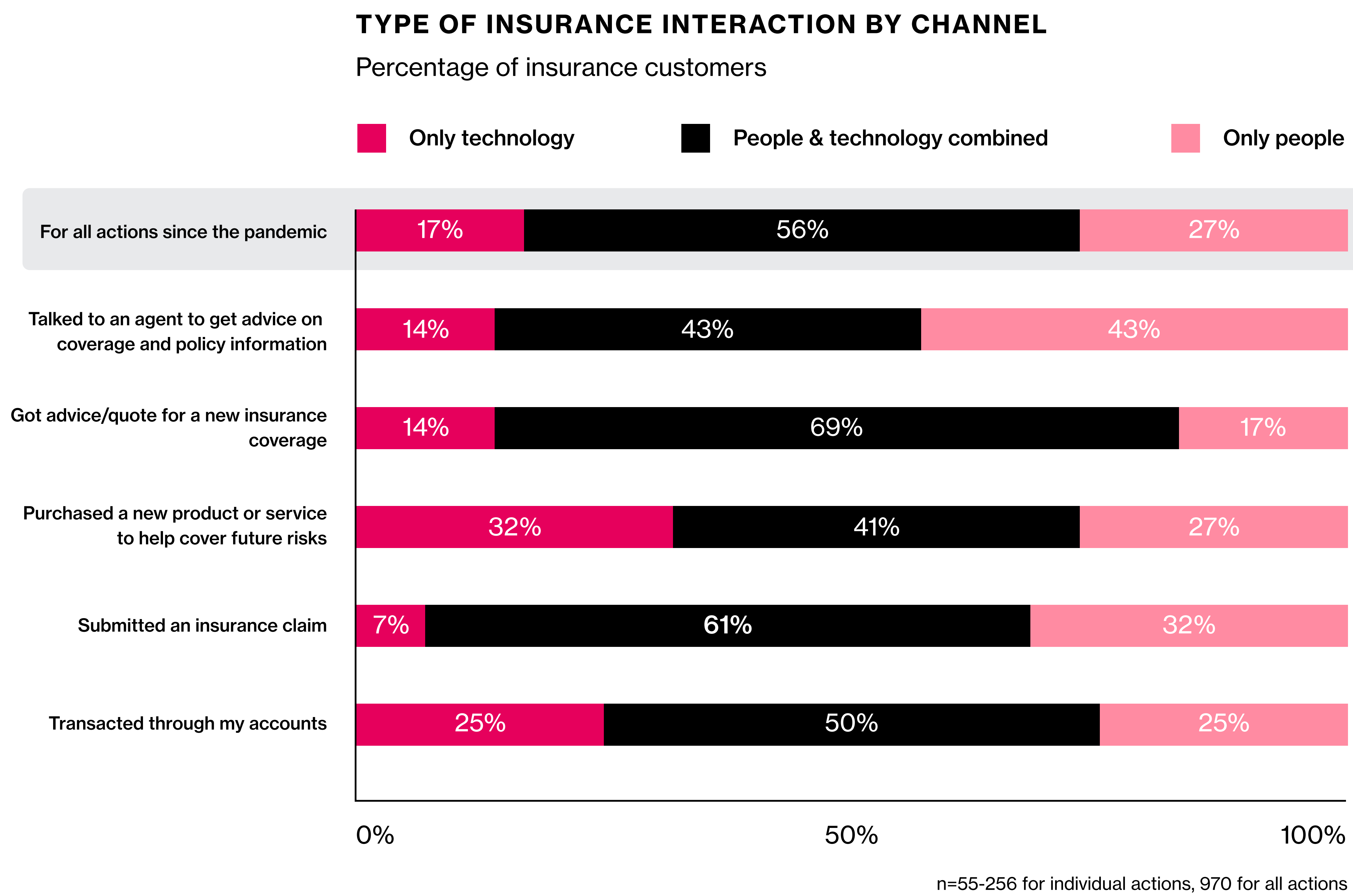
- Enhance customer experience
- Improve employee experience
- Increase business efficiency

Channel mix: Consumer behavior took a u-turn in 2020.

If you purchased home, auto, or life insurance in 2020, chances are the process looked different than in previous years. The insurance industry was no exception to the massive disruption due to Covid-19. Insurance consumers changed how they interface with insurers and which channels they use to get advice, purchase, and manage insurance claims and accounts.

Case in point? The number of consumers using people-only channels dropped from 33% pre-pandemic to 27% since the pandemic, indicating a growing use of digital channels. Moreover, 52% of consumers interacted with insurers using a combination of people and technology before the pandemic, rising to 56% since the pandemic. (Gartner June 2021 “Top 3 Customer Experience Trends for Digital Insurance 2022”)

While human interactions will remain a critical element to maintaining overall relationships with insurance customers, it’s important to note which interactions tend to be technology-only, people-only, or some combination of people and technology.



Source: 2020 Gartner COVID-19 Customer Experience Survey 723175_C

Digital savvy: Creating more engaging insurance solutions.

As consumers get more digital savvy, they are not just seeking a loss-recovery contract. Younger consumers especially are increasingly looking for more engaging content and solutions to get more educated, so they can navigate their new financial lives and answer what, if any, types of insurance do they need?

Traditional digital insurance products, such as new quotes, submitting claims, and requesting advice continue to be critical drivers of the digital customer experience. But to compete, insurers are looking for new ways to excite and engage customers with digital solutions, including:

- Smart home technology to protect from fire and burglary
- Mobile apps to monitor driving habits and track speed and mileage
- Annuity calculators
- Online property risk assessments

Big initiatives: Where are insurers placing their bets?

In a recent Forrester survey, insurance executives indicated their top tech priorities in 2021 include:

- 33% data and analytics technologies
- 28% digital experience technologies
- 27% creating a single view of the customer

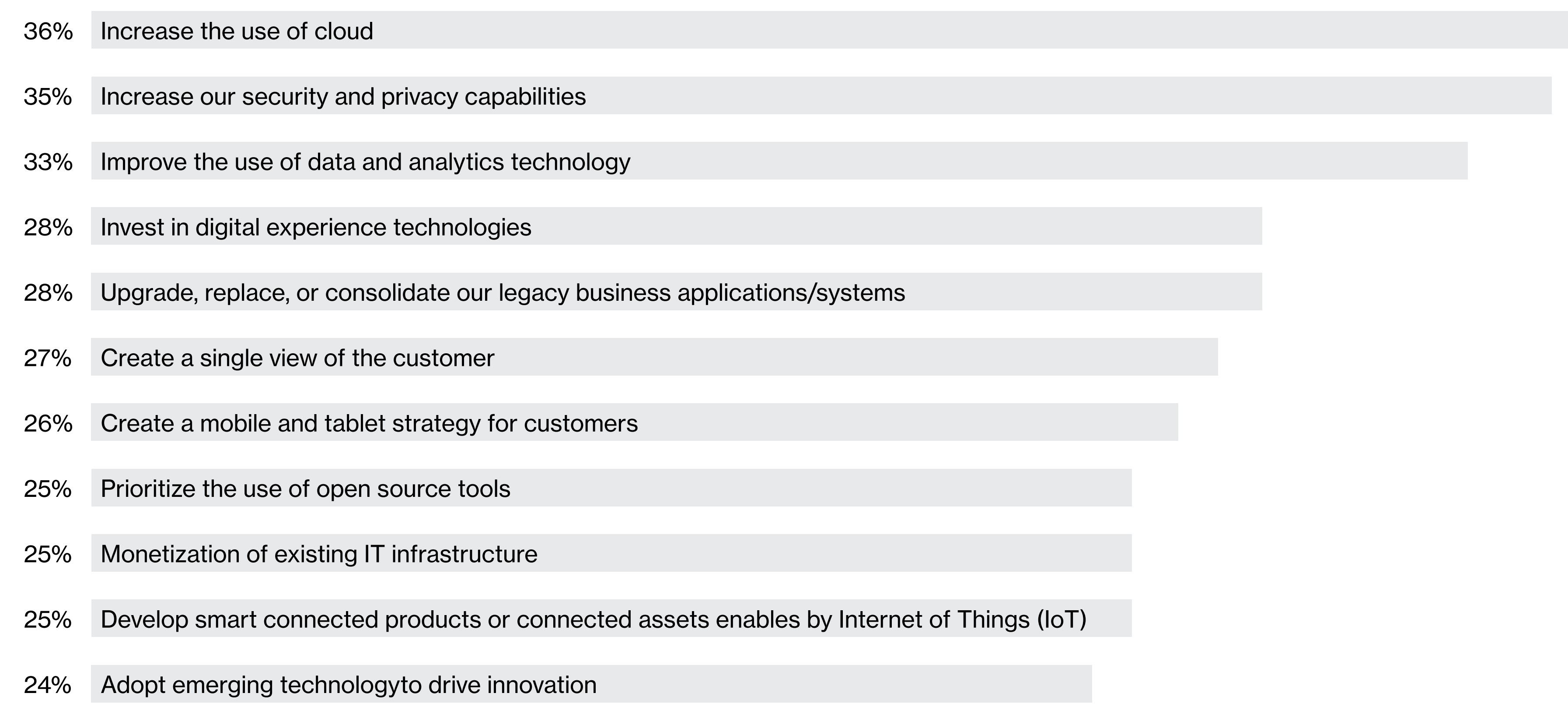
As digital themes continue to dominate the conversation, it's important for companies to evaluate solutions that empower the entire team with data, not just the hands of a few. Companies readily admit they've allowed data silos to propagate that creates friction and barriers to digital innovation.

Continuous Product Design (CPD) is a methodology that many companies are using to reduce digital risk and overcome organizational barriers. CPD reduces the risk of investing in digital products because it uses customer signals to inform how to prioritize your products based on what matters to customers.

DATA & DIGITAL AMONG TOP PRIORITIES IN 2021

"Which of the following technology initiatives is your IT organization prioritizing over the next 12 months"

(High + critical priority respondents)



Source: Forrester Analytics

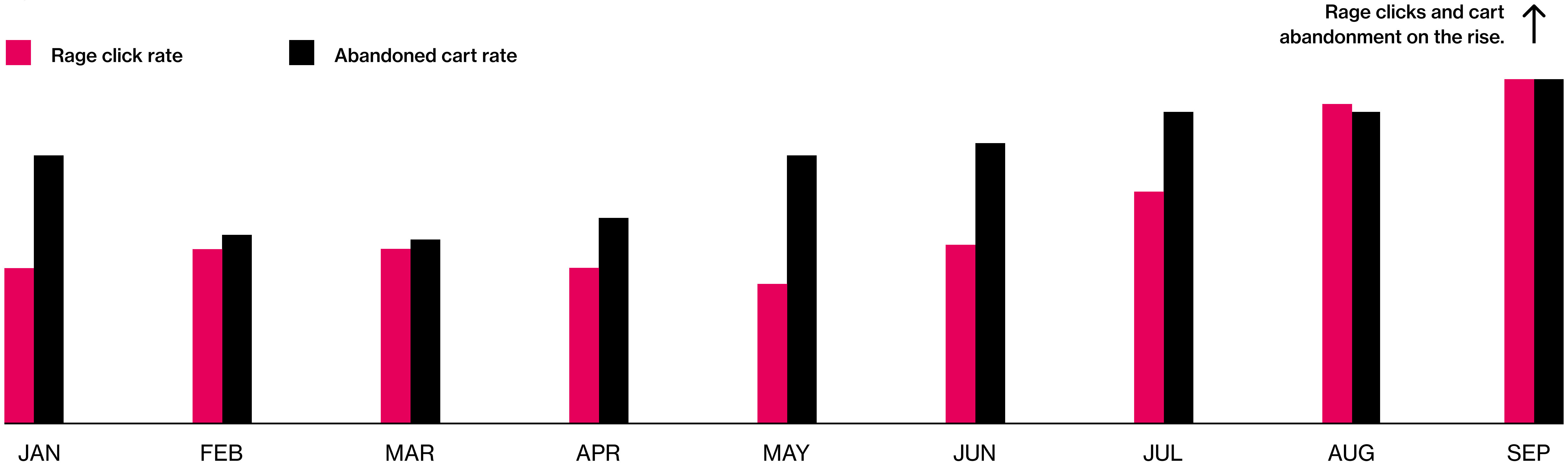
Source: Business Technographics Priorities & Journeys Survey 2021: 511 purchasing influencers working in insurance worldwide

Benchmark trends: Digital frustration is rising for insurance companies.

Insurance companies are in the business of assessing risk. But when it comes to digital platforms, customer frustration can be difficult to assess. Whether it's an influx of new digital customers attempting to request quotes and file claims or lack of familiarity with changes to the digital experience, Quantum Metric is able to quickly identify and quantify the cause of customer struggle and help prioritize a solution.

DIGITAL INSURANCE - RAGE CLICKS & ABANDONMENT RISING

2021



Source: Quantum Metric

Insurance forecast: Digital traffic is increasing – so are rage clicks.

Across Quantum Metric's anonymous benchmark of insurance digital platforms[1], traffic has been growing, but more recently 'rage click'[2] activity appears to have spiked disproportionately in Q3. This indicates not just more customers – but potentially more frustrated customers. The trend appears to coincide with an increase in abandonment rates, meaning more customers are starting and not completing a desired task.

Identify customer friction faster.

The trend could possibly be driven by a variety of factors, including macroeconomic uncertainty, platform or experience changes, as well as a change in the mix of new and/or unfamiliar insurance customers.

1 Methodology: The findings presented in this data brief are based on anonymous and aggregated browsing information across multiple Insurance sector sites and native apps collected via the Quantum Metric platform from Jan 2020 through September 2021. For more information on these findings, contact Tom Arundel, Director of Research & Insights at Quantum Metric at tarundel@quantummetric.com.

2 Rage clicks occur *when users click repeatedly on a particular element* or certain area of your app or website over a short period of time, usually less than a minute. In general, rage clicks signal slow responses times, browser issues, broken elements, dead links, bugs, design flaws, and other usability issues.

CUSTOMER STORY

How Quantum Metric helped a top 10 insurance carrier identify untapped friction.

One major auto insurance company used Quantum Metric to discover that mobile customers were clicking and tapping on an unclickable call to action (CTA) to get an insurance quote.

In fact, this was one of the most clicked elements on the page, despite being unclickable. After finally figuring out how to move forward, many customers were still presented with messages that prevented them from completing the quote process.

The company was able to quickly resolve the issue, significantly improving their customer satisfaction scores, reducing call center volumes, and increasing conversion rates.

Visualize usage patterns for every platform. Quantum Metric monitors every click, tap, scroll, and keystroke to help you identify the intent of your audience at an aggregate level. Be alerted whenever business-critical applications might be frustrating customers, even if it's not a clickable element!

CUSTOMER STORY

A leading life insurance carrier used Quantum Metric to resolve login and payment friction.

A leader in life insurance policies was alerted to a system error on their agent-facing app as employees were trying to login. Over two thirds of the users who experienced this error were unable to login successfully. Quantum Metric helped the company identify a correlation between the device type and the existence of this error, helping reduce calls from employees.

Quantum Metric also helped the company identify payment friction on their customer-facing app. Customers were waiting several seconds before ultimately receiving an error, leading to rage clicks and possible frustration among users. This resulted in delayed or uncollected payments and an increase in call center volume.

SAMPLE OF QUANTUM METRIC'S DOZENS OF OUT OF THE BOX EXPERIENCE INDICATORS

Behavioral metric	Frustrated indicator	Technical error/performance
Click	Rage click	API error
Tap	Back button used	JS error
Scroll	Page abandon	Long running spinner
Form fill/submit	Bounce	Page interactive
Bounce	Page reload	App not responding
Disabled element clicked	Frustrated slow navigation	Mobile app crash
		Null text displayed

With Quantum, there's no need to tag everything, all the time. With dozens of out-of-the-box events, you can capture most everything you need upfront. You can deploy new metrics right away without having to rely on engineering or wait for a code release. This ensures your products are always tracked and significantly improves speed to insight.

3 ways you can bring Quantified Empathy to the digital policyholder experience.

A world class digital experience isn't just a nice-to-have for insurance anymore – your customers demand it. In fact, a third of insurance consumers would consider switching providers after just a single instance of poor customer service. Getting these customers back will cost even more than it did to acquire them initially.

But maintaining a human touch by bringing empathy to the digital policyholder experience is easier said than done. Here are 3 ways insurance companies can do this.

01

Simplify the policyholder journey.

Are you able to identify where friction exists in your digital journey? Can customers easily navigate your online quote process or self-service and manage their policy online?

With Quantum Metric, you can proactively discover friction in your sales funnels, policy administration, or agency management systems, and accelerate time to resolution of friction during all steps of the digital policyholder journey, from quotes to policy updates and claims requests.

02

Ensure seamless mobile.

While most policyholders manage their policies from desktops, mobile app adoption is accelerating. Plan for a mobile-first future with a frictionless experience.

Quantum Metric can detect frozen UIs, app crashes and low memory warnings in real-time, saving millions in potential lost revenue opportunity.

03

Invest in the agent experience.

Your agents are essential to your overall policyholder experience. As agents increasingly rely on agency management systems to service customers, it's more critical than ever for these applications to run smoothly.

When agents can't do their job effectively, policyholders suffer. Quantum Metric can be installed on any of your platforms, services or applications to help teams discover micro-optimization opportunities that could be costing your agents – and your company.

Learn how Quantum Metric supports leading insurance companies with digital confidence.

Insurers need to differentiate and win with top notch customer experience. This means addressing frustration head on to prevent abandonment and lost revenue.

As the Continuous Product Design platform, Quantum Metric helps insurers improve the customer and employee journey by identifying and prioritizing the opportunities that will have the most impact on customers and the business.

Learn how you can leverage Continuous Product Design, a methodology to align your disparate business and technical teams around the only perspective that matters – the customer. This leads to reduced churn, increased customer satisfaction, and revenue.

1. **Integrate and get more out of your web analytics, voice of customer**
2. **Start capturing everything your customers are doing on your sites and native apps.**
3. **Find and prioritize micro-optimization opportunities otherwise not found through traditional analytics tools.**

About Quantum Metric.

Quantum Metric is the Continuous Product Design platform. We help companies build better digital products faster, by keeping business and technical teams aligned, efficient, and focused on what matters most to customers. Our platform gives businesses real-time visibility into how their digital business is impacted, where exactly customers are struggling or engaging, and what efforts need to be prioritized based on economic impact.

www.quantummetric.com/product-tours →