



Partner Solutions



## **Customer Loyalty in the Insurance Sphere: Increase Touch Points, Increase Engagement**

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Statistics show that engaged customers spend 30 percent more with a business.<sup>1</sup> Yet, when it comes to insurance, there's a unique challenge: A lack of customer touch points to drive engagement.

Consumers select a policy and possibly even pay their bill only once or twice a year, with any other significant contact typically initiating from the customer when there's a problem or claim. Solve the problem or process the claim successfully, and you build loyalty – a job well done. But, where are the opportunities for more regular interaction?

**Only 26% of companies have a well-developed strategy in place for improving customer experience.<sup>3</sup>**

Today, companies across all industries are seeking opportunities to converse with consumers more often and in new ways. To this effect, businesses are putting social media and other tools, such as newsletters, to good use. Yet, if customers aren't already engaged, they may just consider these efforts a distraction.

The fact is, solutions that improve their lives may say more to your customers

than a slew of posts and tweets ever could. And study results show that in some industries, such as banking, consumers welcome conversations about new solutions<sup>2</sup>, implying that the door is open for insurers to follow suit.

As conversations about and interaction with your solutions grow, engagement and loyalty – not to mention revenue – grows. For insurers, this solution can be a new addition to the product line that:

- Initiates an ongoing conversation about something important in your customers' lives.
- Provides an opportunity for you to check in and converse with customers more frequently.
- Ingrains your brand in a deeply personal aspect of your customers' lives.
- Encourages customers to interact and engage with you in a positive way.
- Relates to customers' needs outside the traditional scope of insurance.

You may find the solution in a product that takes the protection your insurance provides and expands it to another area of your customers' lives, such as their financial lives. This could be a credit monitoring or identity protection product, something that monitors your customers on a daily basis and helps them address dangerous financial situations or activity, such as fraud.

It could be pre-paid legal services or something else that empowers your customers and helps them solve problems. Whatever it is, be sure it relates to a conversation they are already having or need to have.

### Loyalty Speaking

The conversation about fraud in the public sphere has only been growing. In an October 2013 Harris Interactive Study, 93 percent of U.S. adults recognized identity theft as a growing problem, and 67 percent worry about it happening to them.

Consumers are talking about identity theft, and you can join the conversation by offering branded identity protection as part of your product roster. This type of product offers a multitude of touch points, from notifying customers about new activity related to their accounts to educating them on the latest scams. Because, while consumers are wary of identity theft, they still put themselves at risk. According to Harris Interactive:

- Fifty-one percent of online shoppers don't check the site's security.
- Sixty-three percent use the same password(s) for multiple online accounts.
- More than 40 percent rarely or never use a password or access code for their smartphones or tablets.

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With identity protection as part of your product line, you can converse with customers about this risky behavior and offer ways for them to protect themselves. Plus, the identity protection product is always at work with 24/7 monitoring, which watches for signs of identity theft, a resolution team at the ready to help with the difficult task of resolving fraud and an insurance policy to cover costs related to the ordeal.

With such a robust grouping of features, identity protection both expands your brand into new territories and ties in with your primary focus on insurance. All while distinguishing you from your competitors and demonstrating to customers you want to be there to help protect and insure the most important aspects of their lives. Identity theft insurance that can cover up to \$1 million in resolution costs and has a \$0 deductible can go a long way in driving that exact point home with your customers and driving revenue and loyalty at the same time.

Identity theft is both an issue that consumers are talking about and need to talk about. When you meet their needs on this front and offer an identity protection product along with your insurance policies, the conversation translates to security for them and loyalty for your brand.

### Engaging with Customers Their Way

When it comes to engagement, customers hold the power. You can't talk *at* them and expect them to respond. You talk *with* them. At the heart of that conversation is your understanding of their needs and your ability to help them better their lives.

### Identity Theft Insurance:

As part of an identity protection product, it's added peace of mind to enrich your customers' existing policies and protection.

This is important because engaged customers think of and trust your brand when seeking solutions. In turn, keeping customers engaged and interacting with your brand helps maintain loyalty and profitability.

In fact, the long-held assumption in marketing departments across every industry is that it's more profitable to retain and sell to an existing customer than to acquire a new one.

### Relating Your Brand to Their Lives

Consumers have their homes, cars, lives and more protected with insurers. Why not their identities or other areas of their lives? Engage with them about their concerns, and offer a product to ease

their worries. In doing so, you'll align your brand with their personal lives, goals and needs even more closely and in even more ways than you already do.

The opportunity for insurers to relate to, engage with and converse with consumers is there, particularly through new channels that complement and extend the existing product line. The good news is that you don't have to do it all on your own. Partner with a provider that can customize an existing product to fit your brand and engage your customers.

In leveraging an existing product to engage with your customers in a new way, you have the advantage of speed to market and ready-to-implement technology. It all results in branded messaging going out more frequently while your customer engagement and competitive edge hold strong.

### Contact Us:

Visit us at [experian.com/partnersolutions](http://experian.com/partnersolutions) or call 888-281-7577

1 Putting Social Media to Work, Bain & Company Report (September 2011)

2 New Study on U.S. Consumer Preferences Reveals Key Difference in How Consumers Interact and Engage with Their Banks, BAI Research (March 2012)

3 Multichannel Customer Experience Report, Econsultancy (November 2011)