Today's insurance customers have a lot of choices.

That's why so many insurers are using AI-powered automation to reinvent the customer experience they provide. Here are three ways insurers are keeping existing customers loyal and happy.

| Help policyholders take control | Make life in the contact center easier | Streamline the processes that drive better service |

Help policyholders take control

Here's the dilemma insurers face: the volume of basic service requests keeps going up, but it's harder than ever to find support talent. But there's good news. AI-powered automation can help policyholders tackle basic tasks themselves—from setting up and managing their accounts to renewing policies, submitting and tracking claims, and processing payments. And they can do it whenever it's convenient for them, which puts a lot of smiles on a lot of faces.

60%
Percentage of US consumers who prefer automated self-service for simple customer service tasks

Source: Fool.com

73%
of customers want the ability to solve issues independently

Source: Forbes

Sample use cases
Account setup | Account updates | Claims management

Make life in the contact center easier

The agents in an insurance contact center do everything from initiating a policy application to explaining coverage details to troubleshooting the claims process. And that means navigating multiple, incompatible systems. But automation can provide agents with a "single pane of glass" that combines data from the insurer's CRM, policy, claims, and other key systems. Agents spend less time swiveling back and forth between screens, and more time helping policyholders.

89%
of full-time workers are more satisfied with their job due to automation

Source: Salesforce.com

41%
of insurance respondents cite improving service quality and accuracy as a top benefit from automation

Source: Bain & Company

Sample use cases
Single view of the customer | Guide my new claim call | Customer follow-up

Streamline the processes that drive better service

Insurers depend on different systems for functions like policy management, claims management, compliance, and collections. And the efficiency of those functions ultimately affects the customer experience. Automation helps bridge the gaps between incompatible systems, so the processes a customer never sees run smoothly. Automation helps break down functional silos, so everyone can stay focused on what matters: serving policyholders.
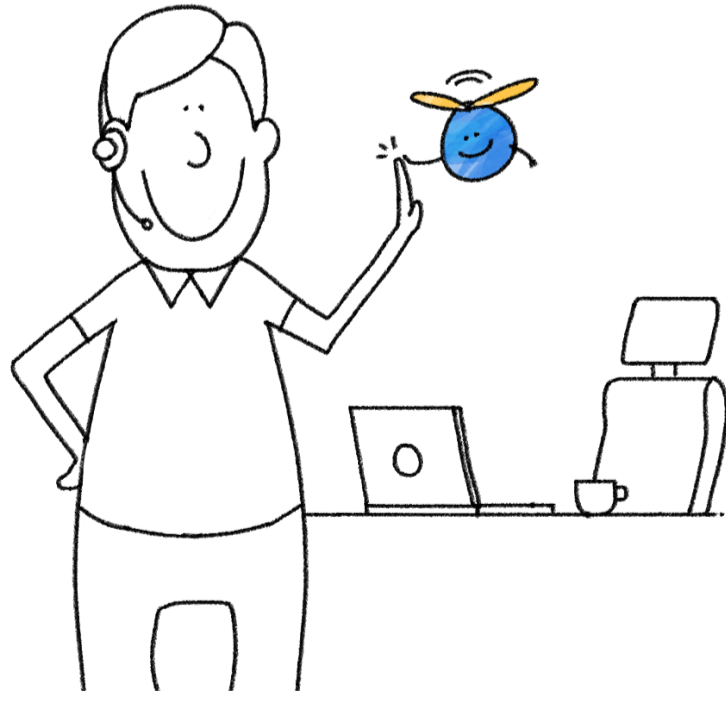
20%
Higher customer satisfaction, sales conversion rates, and employee engagement resulting from successful personalization initiatives

Source: McKinsey.com

Sample use cases
Customer analytics | Quality of service monitoring | Predictive churn

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