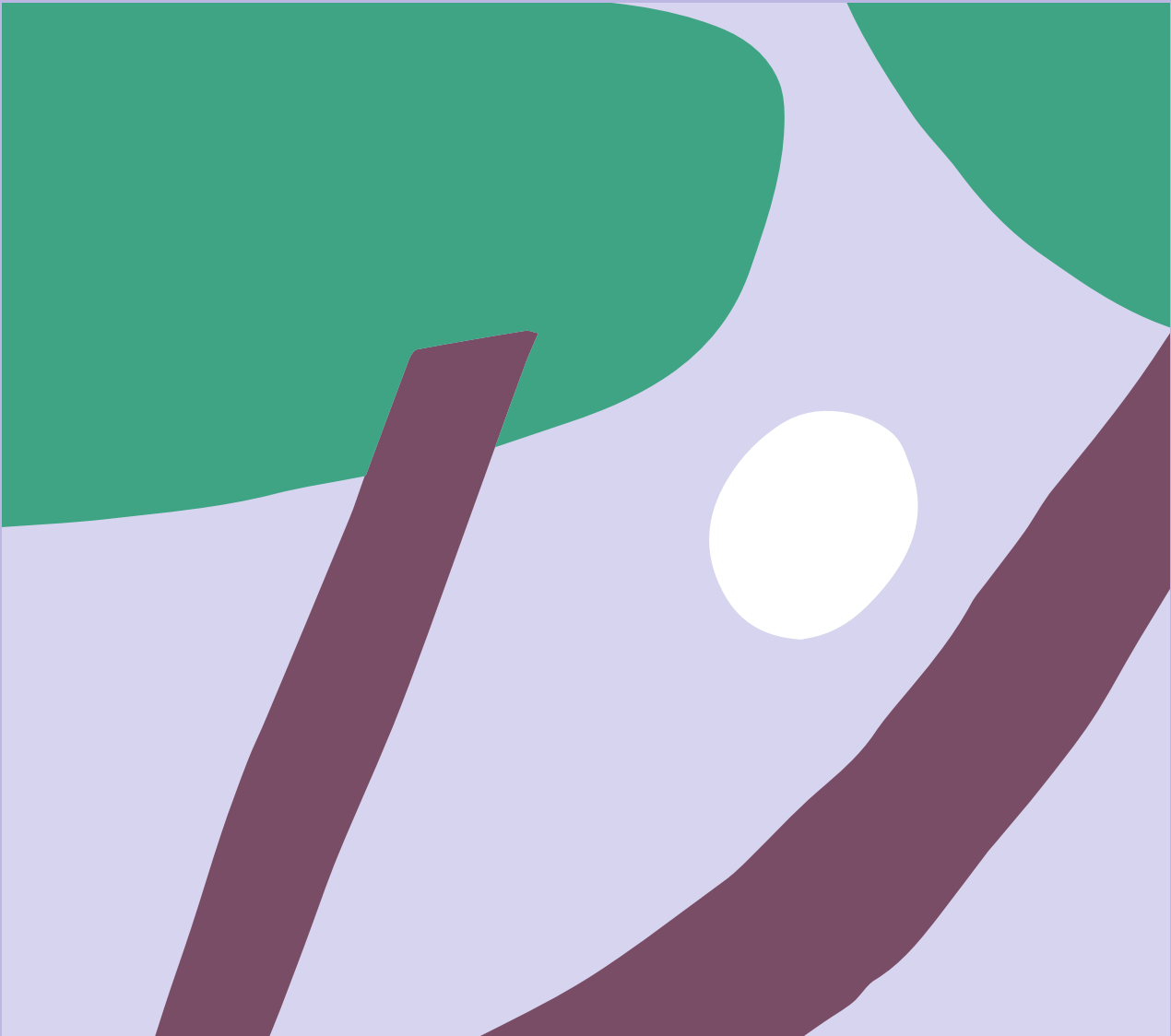


empathy.



Bringing Empathy to Beneficiaries

Unlocking business value with comprehensive
bereavement care

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Executive Summary

Loss and bereavement are a fact of life, and they present a huge opportunity for life insurance companies, one that they miss out on by treating claims purely as a financial transaction.

By definition, every life insurance claim represents a moment of loss—and even losses that are peaceful and expected bring with them significant emotional and practical burdens. Because of the unique nature of life insurance, in many cases the beneficiary will have no contact with or knowledge of the carrier while their loved one was alive, only encountering the carrier after they become bereaved, when they begin the claims process.

Thus the company's initial moment of contact—its chance to make a positive impression, to generate goodwill and trust, and potentially new customers and generational loyalty—occurs at a time of emotional upheaval and disruption of life routines. It is clear that under these conditions, beneficiaries deserve and expect more from the carrier than to be treated like just another financial claim to be processed.

Responding to claimants with sensitivity and care has long been a concern for insurance companies in their outreach to beneficiaries. Many support teams, from claim representatives to agents, are getting better training in how to speak to the grieving.

35M+

Policyholders are covered by Empathy's beneficiary care

3X

More beneficiaries turn into high-intent leads, compared with the industry standard

35%

Reduction in claims operations costs due to cutback in calls

But there remains a massive need here that has historically been unmet. Life insurance carriers have the opportunity not only to respond with compassion, but to demonstrate that they understand the unique challenges faced by their beneficiaries by offering them much-needed bereavement support that goes beyond the financial.

With its holistic, human-centered approach, Empathy gives carriers specific, impactful ways to relieve families' burden in the weeks and months after their loss. Complementing the financial peace of mind that their claim provides, their carrier thus provides them with one-on-one guidance through any legal, emotional, and logistical challenges they may face, from planning a funeral to taking their loved one's estate through probate, including assistance in understanding and taking advantage of the many financial planning and other resources available through the carrier.

Dozens of life insurance companies across the U.S., spanning individual, group, and fraternal carriers, have partnered with Empathy to offer these services at no extra charge to their beneficiaries. By taking care of families when they need it most, carriers more fully embrace their fundamental principles—and these values create value.

Our data from working with carriers bears this out: Beneficiaries and their families who are supported by Empathy's services are significantly more likely both to keep their payout funds under management by the carrier and to open their own policy with them.

189

Hours saved - With Empathy, families get valuable time back

75 NPS

User Net Promoter Score™ reflecting satisfaction with the Empathy platform

Introduction

Anyone who has had someone close pass away can tell you: Loss is hard. Grief isn't just sadness, but rather an emotional process that can bring on a range of mental and physical health issues, disrupted routines, and troubled interpersonal dynamics. Meanwhile, the family is most likely dealing with all the bureaucratic and logistical headaches of handling their loved one's belongings, their home, their open accounts, their taxes, and so on, culminating in the often super complex ordeal of probate.

Empathy was founded on the belief that loss doesn't have to be so hard. Bereavement can and should be less confusing, inefficient, and emotionally draining. Through a combination of technology and real-time human guidance, we meet life insurance beneficiaries where they are to provide them with the assistance they need at the moment that they need it most.

By partnering with Empathy, insurance carriers can thus extend the support they give to their beneficiaries beyond the financial payout, offering them a helping hand with everything else they may be facing. Not only does this show beneficiaries that they truly understand their unique situation, it makes good on the powerful promise that insurance fundamentally represents: to reduce uncertainty and be there to protect people when difficult times do arise.

In this paper, we will explain in detail the ways Empathy delivers value to its users by saving beneficiaries money, time, and stress, while also delivering business value to its partners by improving outcomes for insurance carriers in both the short and the long term.

We can transform life insurance carriers' relationship with their beneficiaries into a bond of trust, loyalty, and mutuality—but only if we truly show up for them and their families at the most difficult moment in their lives.

The impact of bereavement

Time

15 Months

Average time it took to deal with all the details. Even longer for executors (18 months), those ages 45-60 (17 months), or high-income families (18 months)

Source: The Cost of Dying Report (2024)

Focus

420

Hours of work are required to settle a loved one's affairs, on average

80%

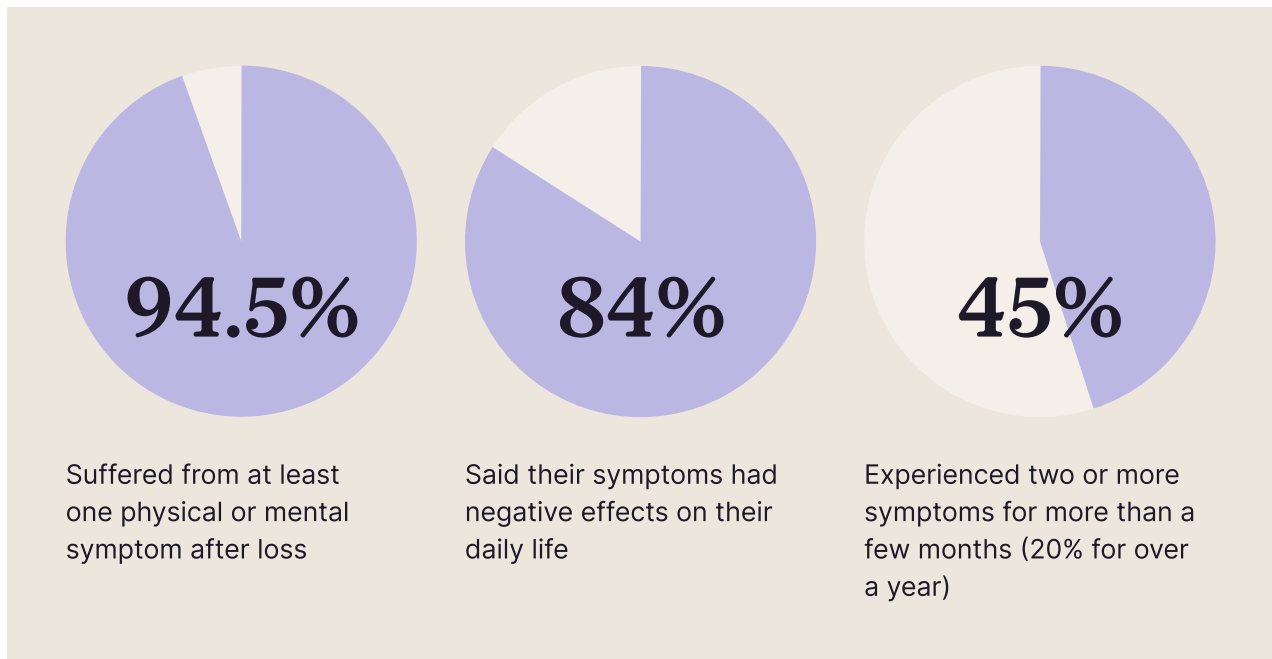
Spend over an hour daily handling their grief and their estate duties

43%

Of people regularly had trouble concentrating in the aftermath of loss

Source: The Cost of Dying Report (2023)

Health and Well-Being



Source: The Cost of Dying Report (2024)

Beneficiaries may be dealing with so much, all at once: a huge laundry list of tasks, many of which are new and unfamiliar, emotional and even physical symptoms due to grief and stress, and often complex relationships with friends and family members.

Elevating the beneficiary experience with Empathy

By partnering with Empathy, life insurance companies deepen and extend their connection with beneficiaries by providing full-circle bereavement care as an additional level of support along with an insurance payout. Together they transform a transactional connection into a true relationship that generates ongoing value for the carrier.

As they have recently experienced loss, most beneficiaries are in need of care that goes beyond the purely financial. Empathy's services save beneficiaries time, confusion, and stress, and allow them to more effectively use funds so that their insurance benefit can go further and help with more.

Beneficiaries see Empathy as a continuation of the carrier's support, extending its benefits as well as its core values.

A co-branded approach ensures that beneficiaries see Empathy as a continuation of the carrier's support, extending and bolstering its benefits as well as its core values. This garners significant goodwill toward the life insurance company and positive regard for its brand, while adding more points of contact for agents, improving asset retention and fostering personal interactions with the next generation of potential policyholders. Thus when it comes time to plan for the future of their family, the carrier will be the first they turn to for a policy of their own.

Adding Empathy's support also takes some of the burden off of a carrier's claims representatives, who are tasked with providing aid to beneficiaries at a massively challenging time in their lives. Empathy's services empower claims teams by giving them the tools and resources they need to show up for beneficiaries in a highly compassionate way without sacrificing efficiency. In this way, elevating the beneficiary experience leads to a reduction in operating costs and mitigates organizational challenges.

Built with an awareness of the challenges that life insurance carriers today face when it comes to innovation, Empathy's solution employs best practices, such as no-code rollout and turnkey marketing options, that make extending beneficiary support a fast and seamless process.

Within 60 days, life insurance companies can begin delivering support that promotes emotional and administrative peace of mind in addition to the financial security of a payout, creating value for the carrier by truly making good on their commitment to lift families up at the hardest time in their lives.

A photograph of a woman with dark, curly hair smiling warmly and hugging a young child from behind. The child is also smiling and looking towards the camera. The background is a blurred outdoor setting, possibly a park or street.

Give beneficiaries the care they deserve

Elevate the claims experience to truly honor your long-standing relationship with policyholders, making good on your commitment to take care of their loved ones after they are gone. [Learn more](#)

Good business outcomes, great human outcomes

Carriers see significant results
from partnering with Empathy

3X

More beneficiaries become
high-intent leads

By providing full-circle support that clearly understands the unique situation of bereaved families, carriers generate loyalty among the next generation of potential policyholders.

2X

Increase in asset retention

The transaction of a payout is transformed into a relationship of trust and mutuality, making beneficiaries more likely to keep their funds invested with the carrier.

75

Empathy Net Promoter Score

Companies that partner with Empathy set themselves apart as the top life insurance carriers in the market.

0.1pp

Reduction in lapse

When they learn about the added support available to their beneficiaries at no extra cost, policyholders rest easier knowing that their insurance carrier will make good on its promise to take care of their family.

35%

Reduction in claims operations costs

Beneficiaries receive comprehensive support from the Empathy Care Team for most questions and concerns, reducing the workload of call center Claims Reps.

The improved beneficiary experience assists families along multiple axes



189 hours

Average time a family saves using Empathy to streamline tedious tasks

92%

Of Empathy users report higher spirits and improved outlook

\$3,007

Average financial savings for each family

4.8/5 ★

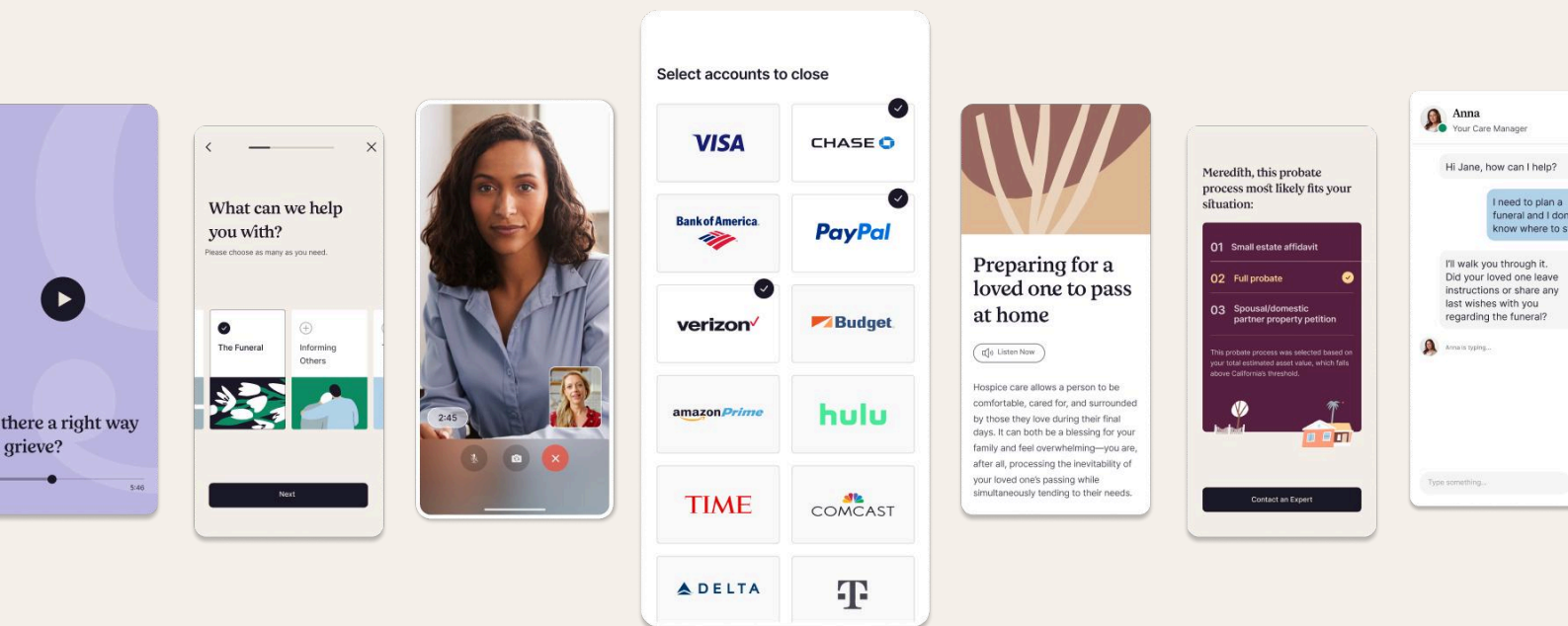
Average user rating after a session with a Care Manager

The Empathy approach

Empathy's holistic bereavement solution fully addresses the pain points of grief and loss, customizing care based on the specific needs of the beneficiary and their family.

Combining sophisticated technology and human support, Empathy provides personalized, on-demand care that saves beneficiaries time, money, and stress. By alleviating the most burdensome, painful, and time-consuming challenges of bereavement, we give them space to breathe and room to grieve.

Whether they are planning a funeral, writing an obituary, or dealing with the complexities of debts, taxes, and probate, beneficiaries can rely on Empathy's time-saving tools and dedicated Care Managers during their darkest days.



Combining scalable tech with a human touch

Empathy's support is anchored by the compassionate personalized attention of our Care Team and the cutting-edge features of our app designed specially for bereaved families.

Personal Care Plans

Proactive care tailored to each beneficiary and their specific loss, with personalized action plans and timely interventions to make sure every aspect of the process is handled.

Dedicated grief support

One-on-one guidance from the highest-quality specialists across many disciplines, including licensed social workers, behavioral health practitioners, chaplains, grief coaches, and more.

Estate settlement & financial guidance

Help navigating the endless piles of paperwork, so that someone is always in beneficiaries' corner if handling the estate becomes complex and overwhelming.

Time-saving tools

Advanced features that automate, simplify, and streamline mundane tasks like canceling dozens of accounts and protecting against identity theft, saving beneficiaries time, effort, and headaches.

Content & community

A wealth of in-depth articles, audio guides, webinars, and peer-to-peer communities focusing on topics from probate and taxes to mental health and interpersonal dynamics.

Through tech and human care, Empathy helps families with all of the emotional and practical aspects of losing a loved one. [Learn more](#)

Conclusion

The commercial landscape has changed significantly in recent decades, as consumers' values shift away from transactions and toward relationships. People care as much about what a brand stands for as they do about the quality and utility of the company's products. They want to patronize companies that fit their lifestyle and values, and that treat them like full human beings with unique personalities, needs, and desires.

The effects of this shift on the life insurance industry are only beginning to be felt, but they will be dramatic and transformative. Life insurance, after all, already represents a long-term relationship, a commitment to being there for families when they need it most.

In our swiftly changing world, the most successful life insurance carriers will distinguish themselves by how well they meet beneficiaries where they are, addressing the challenges that lie beyond the reach of financial support. They are also the ones who can unlock business value in previously unexplored areas. With Empathy's beneficiary care solutions, carriers of all sorts can do just that.

Empathy was created to help bereaved families with exactly these issues, leveraging the knowledge of experts in social work, estate law, digital security, and many other fields to build the products and services that help them in the unique ways that they need. By partnering with Empathy to add this full-circle support to their offerings, life insurance carriers show unequivocally that they are there for beneficiaries when they need it most.

The results are clear for Empathy's insurance partners: These services create a positive experience for beneficiaries that improves carriers' performance across a range of metrics, from higher NPS scores to better asset retention to the fostering of brand loyalty that can extend throughout a family and down generations.

When they receive such comprehensive bereavement support, beneficiaries truly become a life insurance carrier's greatest asset.