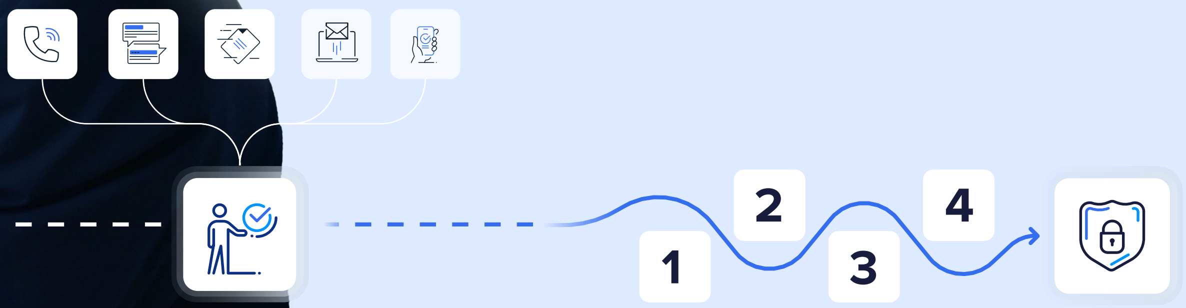
SMART COMMUNICATIONS™

**2025 Global Benchmark Report**

# Customer Experience in Insurance

## Where Should Insurers Prioritize Digital Spend to Drive Satisfaction and ROI?

# Your Guide to Strategic Spending

Insurance customers today demand total convenience, personalization, and speed when it comes to communicating and interacting with their providers. To meet and exceed these sky-high expectations, insurers are looking to invest in modern digital tools that enable quick and easy comms—while maximizing their return on investment (ROI).

To find out what's most important to customers today and where you should focus digital spend in 2025, we surveyed thousands of insurance consumers from around the world. Here's what they told us.


## Benchmark Report Key Findings

# Customer Retention Starts with Good Communication

Around the world, customers have come to expect every interaction to be as easy as placing an order on Amazon.

For insurers, this means prioritizing empathetic, personalized, and targeted communications—on any device—is essential. From a process perspective, anything you can do to improve efficiency and enable frictionless self-service will improve the customer experience (CX)—and drive higher retention rates.

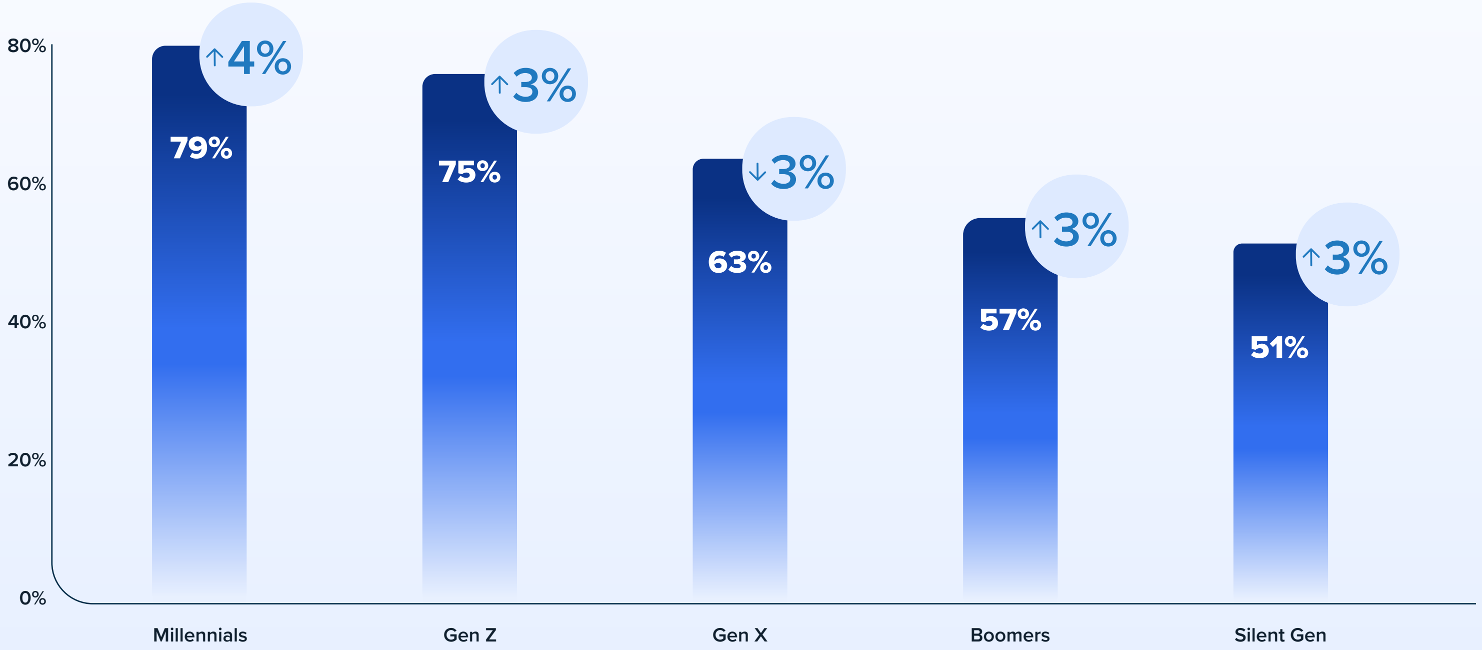
# 67%

of insurance customers are likely to switch away from a company if communications do not meet expectations.

**RISING STEADILY**

Compare to 51% in 2023 and 66% in 2024. Notably, younger generations have even higher expectations.

**SEGMENTED BY AGE**




**SEGMENTED BY REGION**

| Region | % |
|---|---|
| UK | 67% |
| USA | 67% |
| Singapore | 63% |
| Australia | 63% |
| German-speaking | 62% |
| New Zealand | 61% |

# Communications Directly Impact Satisfaction, Loyalty & Trust

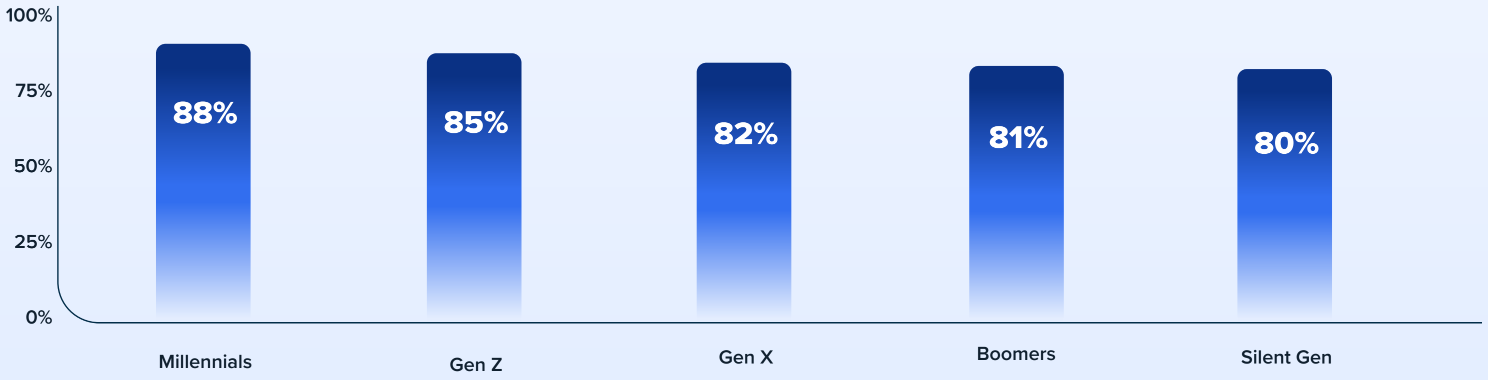
Making it as quick and easy as possible for customers to get the information they need, or to provide any data that's required of them, directly influences how they feel about your company. This is true for the vast majority of customers everywhere. If you want to win new customers and hang on to the ones you have, frictionless self-service must be the goal.

## Communications Shape CX

**84%** of customers globally say comms are important when it comes to their overall experience with a company

**HOLDING STRONG:**
85% agreed in 2024 and 81% in 2023

**THIS IS TRUE ACROSS GENERATIONS**




**AND AROUND THE GLOBE**

| | |
|---|---|
| USA | 89% |
| Singapore | 89% |
| UK | 85% |
| New Zealand | 85% |
| Australia | 84% |
| German-speaking | 74% |

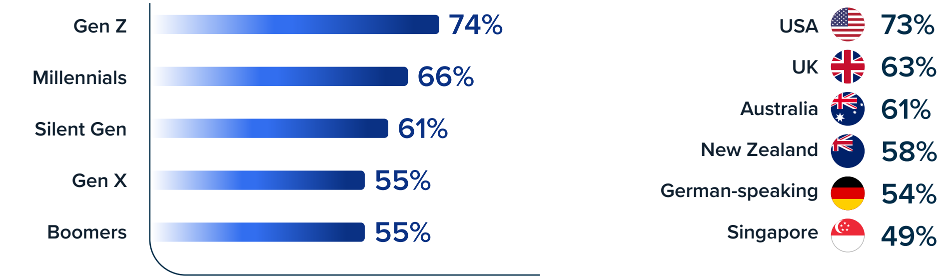
# But Insurers Have a LOT of Room for Improvement

While 60% of insurance customers rate the communications they receive from these companies as very good or excellent, a significant increase from last year, that still leaves 40% of customers who don't feel the same. Think of this as an opportunity to do better—focus on finding out why those customers aren't satisfied and what you can do to close the gap.

**60%** of insurance customers rate communications as very good or excellent

**COMPARED TO** 41% in 2024

**WITH SOME GENERATIONAL AND REGIONAL VARIANCE**




Significantly, 40% of insurance customers disagree—putting their business at risk

By approaching communications more strategically and investing in technology that will allow you to improve customer interactions by increasing convenience, ease, and efficiency, you can flip the story for that 40%—improving retention and boosting your bottom line.

## Excellent Communications = Satisfied Customers

**75%** of customers say communications influence satisfaction with overall service

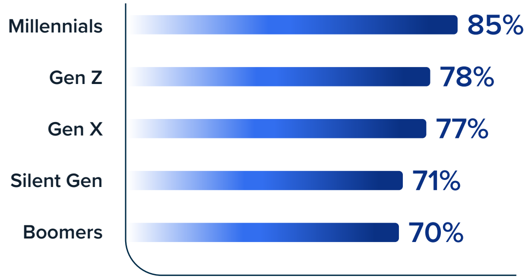
**48%** say comms influence loyalty

## Happy Customers Spread the Word

When communications exceed expectations, customers become brand advocates—another reason to invest in improving your processes.

**78%** are likely to recommend company to a friend

**ESPECIALLY AMONG MILLENNIALS**

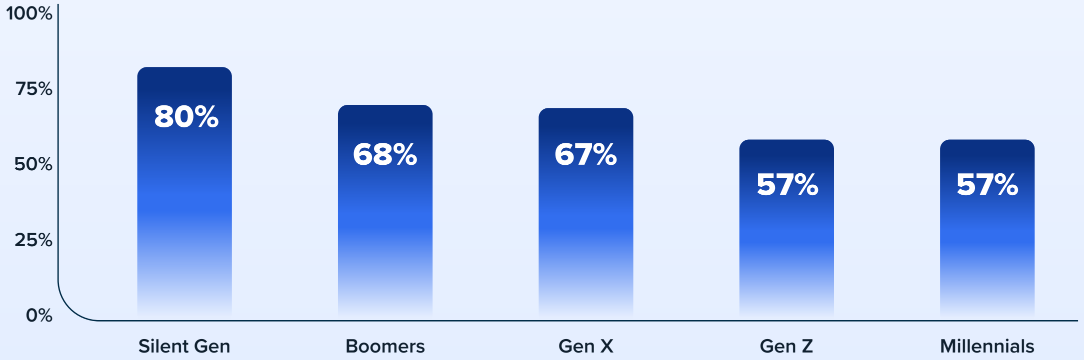



## Communications Also Influence Trust

**65%** of customers feel they can always or almost always trust their provider

**COMPARED TO** 61% in 2024

**BUT YOUNGER GENERATIONS AREN'T SO SURE**




### Most Important Trust Factors:

- 91% Accuracy
- 90% Ease of contacting company
- 90% Data security
- 89% Response time
- 80% Consistency across channels
- 71% Personalization

**TRUST LEVELS VARY BY REGION, TOO**

| USA | New Zealand | UK | German-speaking | Singapore | Australia |
|---|---|---|---|---|---|
| 71% | 67% | 67% | 63% | 62% | 59% |

>>> Your Smart Move

# Reduce Friction & Personalize Communications to Drive Loyalty

Meeting current expectations for personalized, proactive communications is mission critical for insurers. Investing in modern, integrated customer communications management (CCM) and interactive experience management (IXM) solutions can transform the way you engage with policyholders, delivering the seamless, personalized experiences they expect.

By combining intelligent, automated communications with dynamic, interactive digital experiences, you can streamline operations, reduce costs, and drive operational efficiency. This will also enable you to enhance customer satisfaction and trust at every moment in the policy and claims lifecycles—ultimately creating more meaningful, frictionless interactions that build loyalty.

# It's Time to Invest in Omnichannel Orchestration

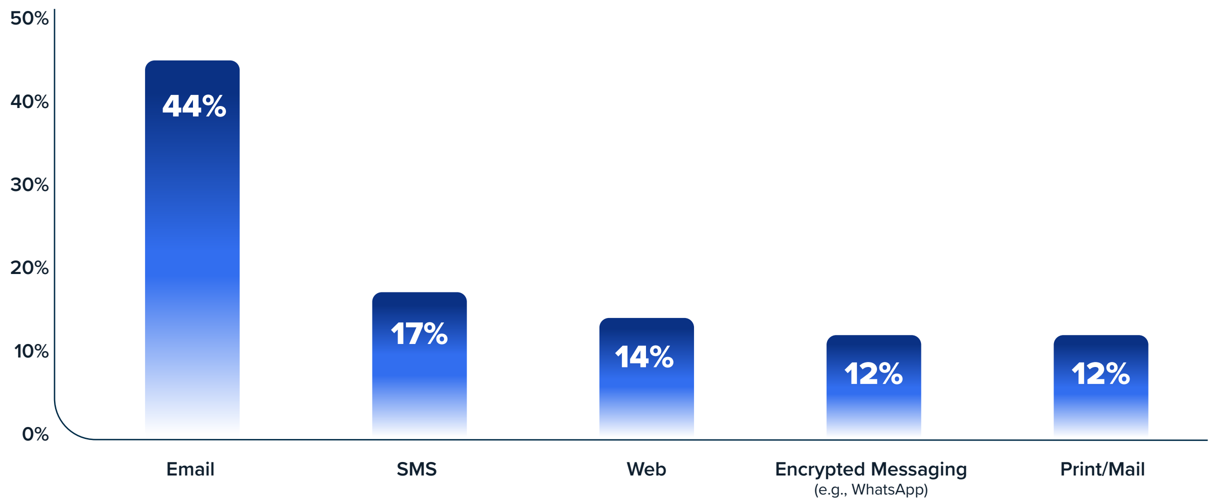

## In the customer communications industry, we talk a lot about channels—but the truth is, your customers don't think about their experience that way. They just want things to be quick and easy.

For insurers, that means you need to enable seamless digital interactions across preferred channels, including mobile apps, web browsers, and email. This leads to faster, friction-free results for customers while improving efficiency and completion rates for your organization. With 80% of insurance customers saying cross-channel consistency is important, omnichannel orchestration is table stakes.

# Understanding Customer Communication Preferences

Empowered customers today expect you to know them and cater to their preferences. If you don't know which comms channel they prefer, just ask.

**Preferred channels for receiving communications, including those that contain personally identifiable information:**




## Choose Your Channel Wisely

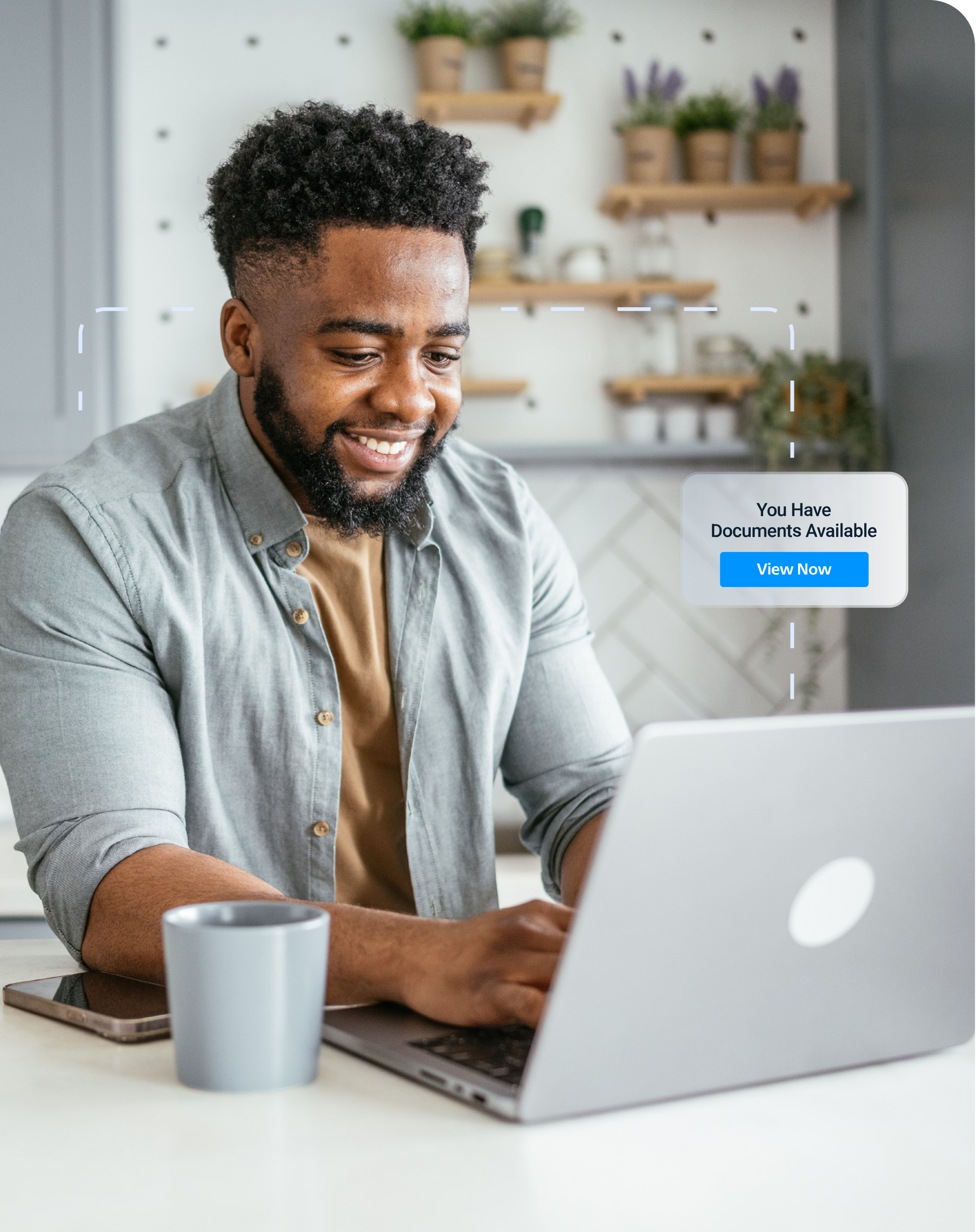
While a little over half of insurance customers told us you're using the right channel, that leaves almost as many for whom you're missing the mark.

**How often do insurance providers communicate with you on your channel of choice?**

**55%**

always or almost always

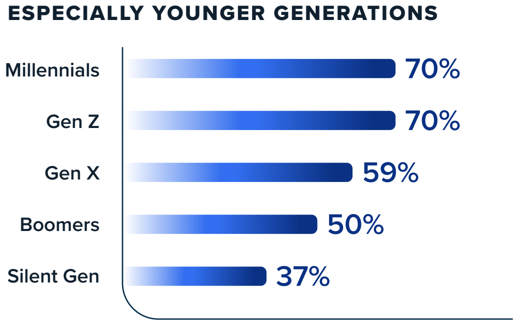
**DOWN FROM 60% IN 2024,**
and 14% rarely or never

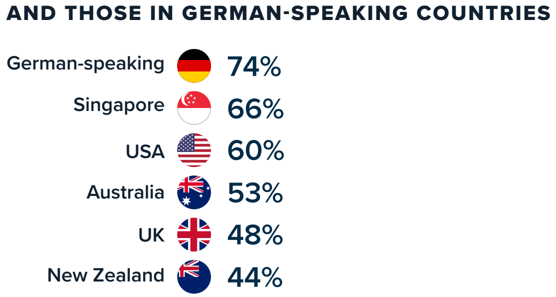





## Consistency Builds Trust

**60%** of insurance customers are more trusting of companies that offer a consistent omnichannel experience




### Quality Counts, Too

Overall, 55% of insurance customers are satisfied with the quality of the omnichannel insurance experiences, vs. 33% dissatisfied

## Make Digital Self-service a Priority

Drive down costs and increase satisfaction by making it easy for to customers get things done on their preferred digital channel, without picking up the phone.

**71%** of insurance customers are somewhat or very likely to use digital self-service options versus calling customer service to complete tasks such as asking a question, filing a complaint, or making an account/policy change

**YOUNGER GENERATIONS ARE MUCH MORE LIKELY**

| | |
|---|---|
| Millennials | 83% |
| Gen Z | 80% |
| Gen X | 68% |
| Boomers | 59% |
| Silent Gen | 43% |

**WITH SOME REGIONAL VARIANCE, TOO**

| | |
|---|---|
| Singapore | 78% |
| USA | 73% |
| New Zealand | 72% |
| Australia | 71% |
| UK | 71% |
| German-speaking | 66% |

### Your Smart Move

# Coordinate Conversations Across Channels

A carefully calibrated omnichannel strategy is the key to offering a connected, convenient customer communications experience. Digital channels are the new norm, but customer preferences shift constantly, with regional and generational differences accounting for a wide range of variance.

The best way to improve engagement and satisfaction is by making it easy for customers to converse and interact with your company however they prefer, and ensuring you deliver a consistently seamless, quality experience across channels. An omnichannel orchestration solution allows you to build sophisticated flows easily and deliver richer experiences that are more engaging and efficient.

# Make It Simple and Secure to Provide Data Digitally

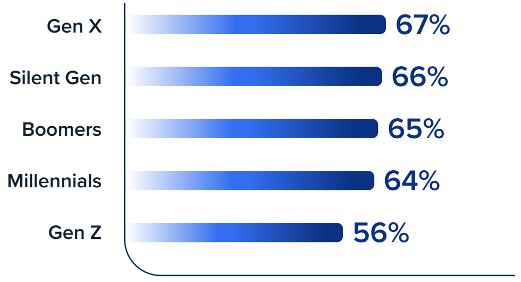

Insurance organizations still have many gaps when it comes to enabling their customers—and prospective customers—to submit information to them digitally. Paper and fillable PDF forms can be confusing and difficult to manage, and are too often the only option for submitting supplemental or proprietary applications, questionnaires, and additional policy or claims information.

Whether they're filing a claim, applying for a new policy, or updating their account information, insurance customers expect the experience to be easy, seamless, and digital. They want intuitive, guided interactions that minimize friction, reduce repetitive data entry, and work seamlessly across devices. Cumbersome or difficult-to-understand processes may drive customers to higher-cost channels, such as a call center, or to abandon interactions altogether and seek out a competitor with a more user-friendly approach.

**Given the choice between completing a fillable PDF or a guided digital form, which option would you prefer?**

**63%** Guided digital form | **37%** Fillable PDF

**BY GENERATION**




## Forms Are Falling Short of Customer Expectations

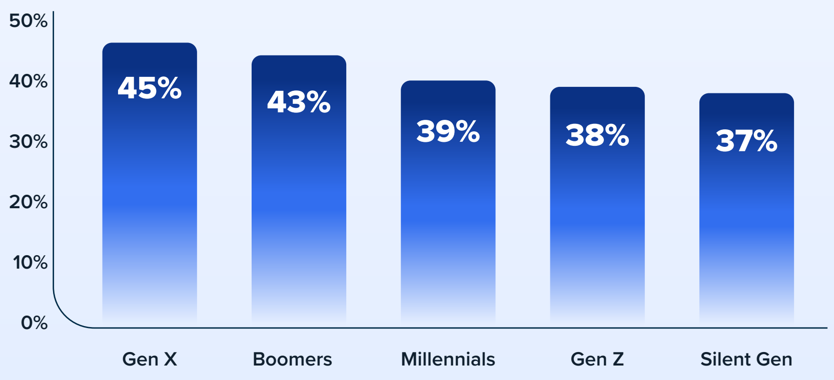
Paper forms are a thing of the past, but even switching to online PDFs is no longer enough. Today's customers want more—but they're not always getting it.

### Time consuming and tedious

**41%**

of insurance customers describe the form-filling experience as time-consuming

**BY GENERATION**

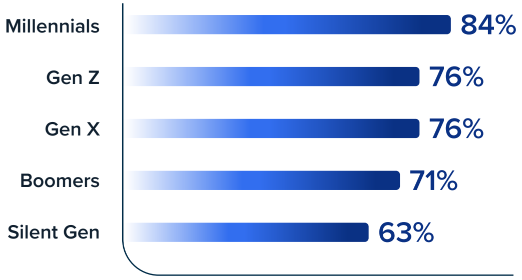



**BY REGION**

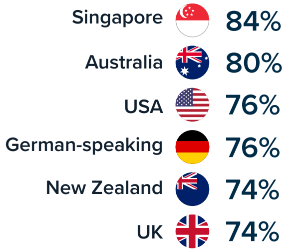
- Singapore **48%**
- UK **48%**
- New Zealand **47%**
- USA **45%**
- Australia **40%**
- German-speaking **34%**

**77%** of insurance customers say it's important that companies offer digital data collection (or forms) processes instead of manual processes that involve printing, scanning, or mailing

**ESPECIALLY FOR YOUNGER GENERATIONS**




**REGIONAL**



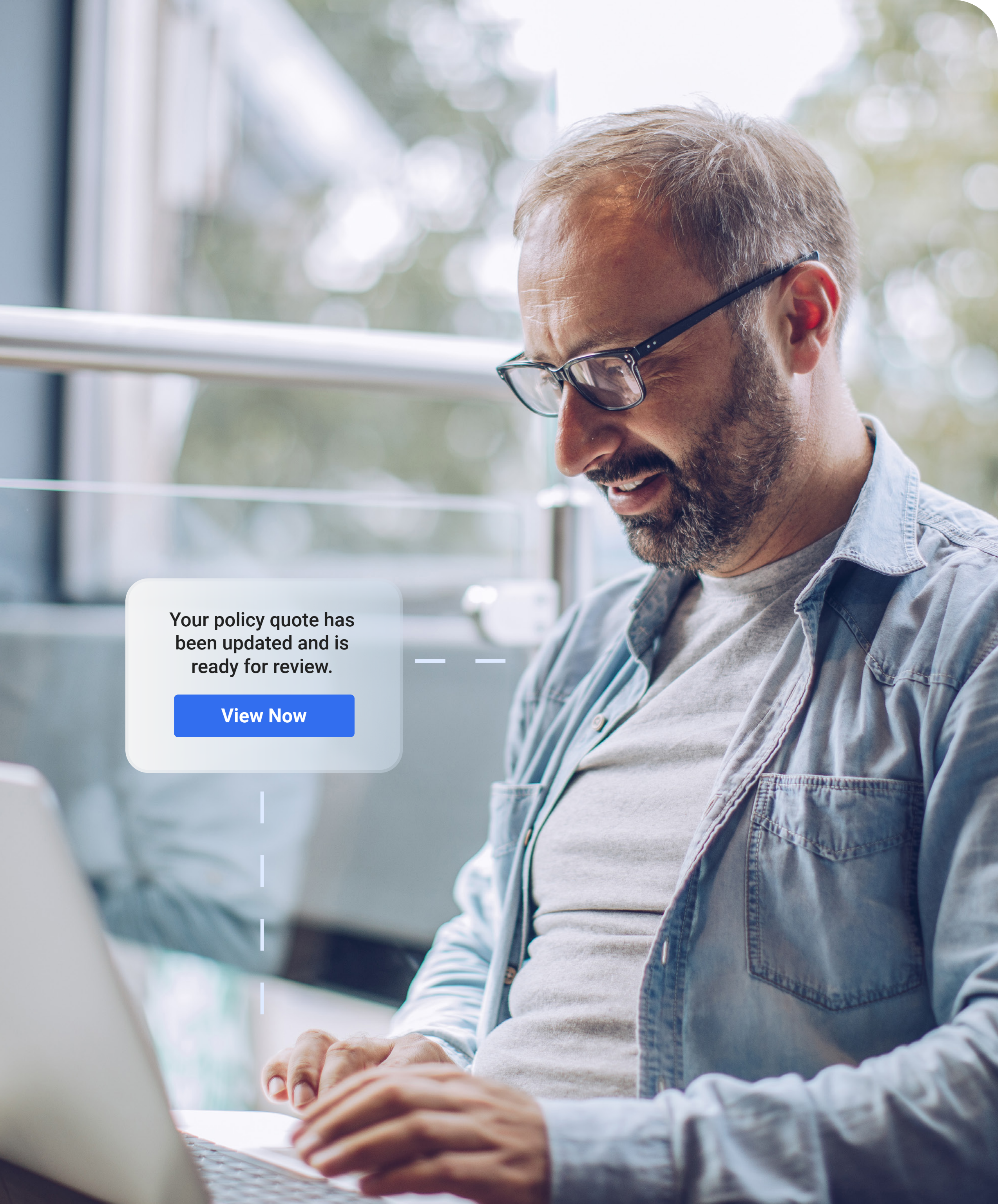

## Account Updates Should Be Easy, Too

For tasks like updating their account/policy information, insurance consumers prefer to self-serve if possible—but less than a quarter are "very satisfied" with the experience.

**How satisfied are you with the experience your insurer offers when you need to make changes to your account?**

**23%** Very satisfied **43%** Somewhat satisfied

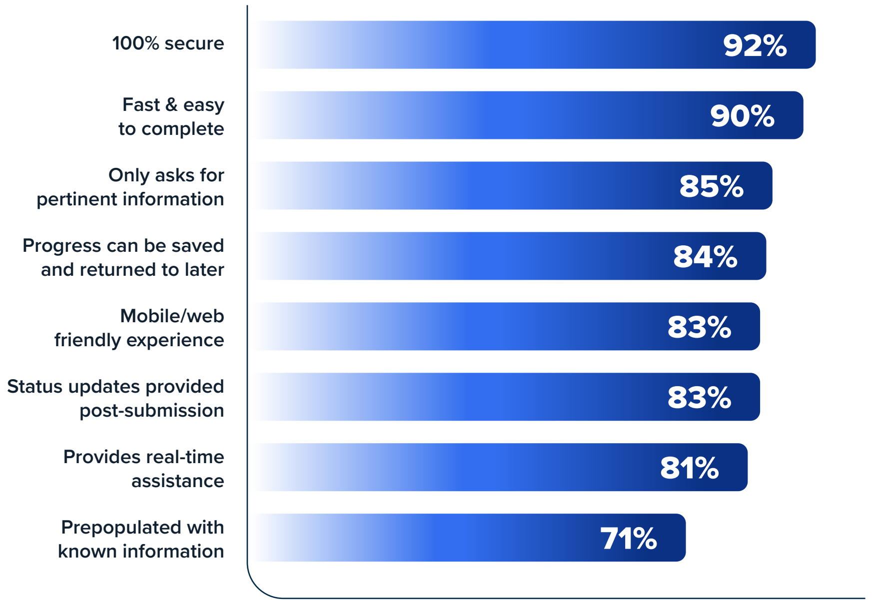
| | VERY SATISFIED | SOMEWHAT SATISFIED |
|---|---|---|
| Australia | 24% | 46% |
| New Zealand | 25% | 41% |
| Singapore | 11% | 45% |
| UK | 23% | 45% |
| USA | 33% | 44% |
| German-speaking | 23% | 44% |






## Focus on Security, Speed, and Ease

With data leaks and cyberthreats widespread and ongoing, data security is top of mind when filling out forms, followed closely by speed and ease.



## Forms Processes Matter for Loyalty & Retention

Beyond keeping customers engaged in individual interactions, an easy forms completion process keeps them loyal—and less likely to switch providers. They're also more likely to spread the word about your company, helping you win new customers.

**When the forms/data collection process exceeds expectations, customers are likely to:**

**64%**
Remain loyal

**54%**
Leave a positive review

**56%**
Recommend the company to a friend or family member

**56%**
Do more business with/ buy more products or services from you

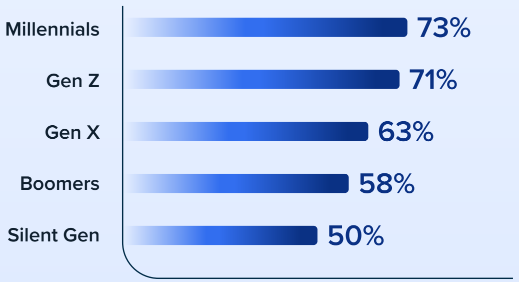
## Ease Counts for Completion, Too

Insurers rely on accurate, timely customer data—so you need to make it easy for them to provide to you.

### Difficult Processes Lead to Abandonment

**65%** of insurance customers are likely to end an interaction with a company if their data collection or forms process is too difficult

**ESPECIALLY YOUNGER GENERATIONS**




**AND IN THE UK AND SINGAPORE**

| | |
|---|---|
| UK | 71% |
| Singapore | 70% |
| Australia | 64% |
| USA | 64% |
| German-speaking | 61% |
| New Zealand | 60% |

**Likelihood to Abandon Form If:**

- 62% — Too difficult to provide the necessary supporting documentation
- 60% — Requires you to repeat or re-enter the same information multiple times
- 57% — It takes too much time to complete
- 57% — Contains redundant questions, or questions that are not applicable
- 49% — Unable to save progress and return back at a later time
- 40% — Manual & paper-based (not web/mobile friendly)

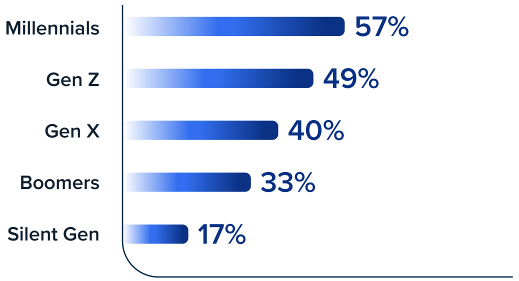
## Include Easy or Automatic Status Updates

After customers complete a form, they want to know the status. Move customer inquiries away from higher-cost channels by providing proactive or online updates.

## Keep Customers Up-to-Speed on Status

**43%** of insurance customers want to know the status when they submit a form

**ESPECIALLY YOUNGER GENERATIONS**




**AND U.S.-BASED CUSTOMERS**

- USA 58%
- Singapore 46%
- New Zealand 40%
- Australia 39%
- UK 39%
- German-speaking 33%

## Information Gaps Drive High-Cost Contacts

**How do insurance customers typically inquire about the status of a request?**

### 45% Phone call

**GENERATION**
- Silent Gen 56%
- Boomers 54%
- Gen X 45%
- Millennials 40%
- Gen Z 35%

**REGION**
- USA 51%
- Australia 42%
- German-speaking 41%
- New Zealand 40%
- Singapore 40%
- UK 37%

### 45% Email

**GENERATION**
- Gen Z 55%
- Millennials 48%
- Gen X 45%
- Silent Gen 41%
- Boomers 39%

**REGION**
- New Zealand 55%
- Singapore 55%
- German-speaking 54%
- UK 53%
- Australia 45%
- USA 41%

### 10% Chatbot

**GENERATION**
- Millennials 13%
- Gen Z 11%
- Gen X 10%
- Boomers 7%
- Silent Gen 2%

**REGION**
- Australia 13%
- UK 10%
- USA 8%
- German-speaking 6%
- Singapore 5%
- New Zealand 5%

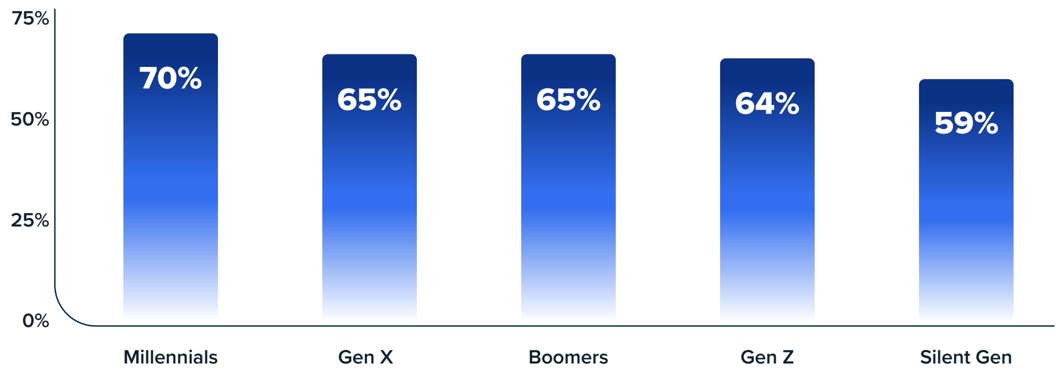



## Forms Are Considered Communications

Two-thirds of insurance customers consider data collection to be a form of communication, which means it directly impacts the customer experience—and their perception of your company. That's why it's critical to replace static, one-way processes with dynamic, two-way conversations.

**66%** of insurance customers consider data collection to be a form of communication

**BY GENERATION**



## Your Smart Move

# Transform Data Collection Processes with Next-Gen Tech

Ensuring accurate, timely data collection is essential to smooth, successful insurance operations. And making the collection process seamless by guiding customers through intuitive, self-serve experiences they can complete at their convenience is not only crucial to getting that data, it's an important factor in overall CX and satisfaction.

A modern forms automation solution drives ROI by keeping customers happy and ensuring you get the data you need without delay. Exceed expectations by delivering easy, secure processes and automatic updates. Invest in a solution that integrates with other key systems of record to improve efficiency and enhance customer loyalty.

# Be Strategic (and Smart) About GenAI Implementation


## Generative artificial intelligence (GenAI) offers significant business benefits in terms of increased efficiency, personalization, and multilingual abilities in customer communications.

However, many consumers are still a bit wary of this relatively new technology. To build trust and overcome common concerns, it's important to be transparent about how and where you're using GenAI. Prioritize complete data security and take steps to ensure information accuracy, and keep conversations on brand.

# GenAI Has the Potential to Improve CX

**61%** of insurance customers believe AI/GenAI will significantly or somewhat improve customer experience in the next five years

### ESPECIALLY YOUNGER GENERATIONS

| | |
|---|---|
| Gen Z | 75% |
| Millennials | 72% |
| Gen X | 57% |
| Boomers | 50% |
| Silent Gen | 44% |

### REGIONALLY, SINGAPORE IS MOST OPTIMISTIC

| | |
|---|---|
| Singapore | 71% |
| USA | 63% |
| Australia | 56% |
| New Zealand | 55% |
| German-speaking | 48% |
| UK | 45% |

**14%** believe it will worsen somewhat or significantly

**GENERATION**
- Silent Gen 24%
- Boomers 20%
- Gen X 15%
- Gen Z 11%
- Millennials 10%

**REGION**
- UK 23%
- Australia 21%
- New Zealand 21%
- German-speaking 19%
- USA 15%
- Singapore 9%




# Insurance Customers See Value in AI

When implemented thoughtfully and for the right reasons, insurance customers are open to working with AI.

**51%** of insurance customers feel AI would be valuable if used to suggest insurance plan changes based on personalized needs

### HIGHEST AMONG YOUNGER GENERATIONS

| | |
|---|---|
| Millennials | 62% |
| Gen Z | 58% |

### SOME REGIONAL VARIANCE

| | |
|---|---|
| Singapore | 60% |
| USA | 60% |
| New Zealand | 54% |
| Australia | 46% |
| UK | 40% |
| German-speaking | 37% |

## But Addressing Concerns is Critical

Insurance customers are still hesitant when it comes to data security and privacy issues as well as ethical AI application.

### How confident are you about AI handling your information?

**Securely**

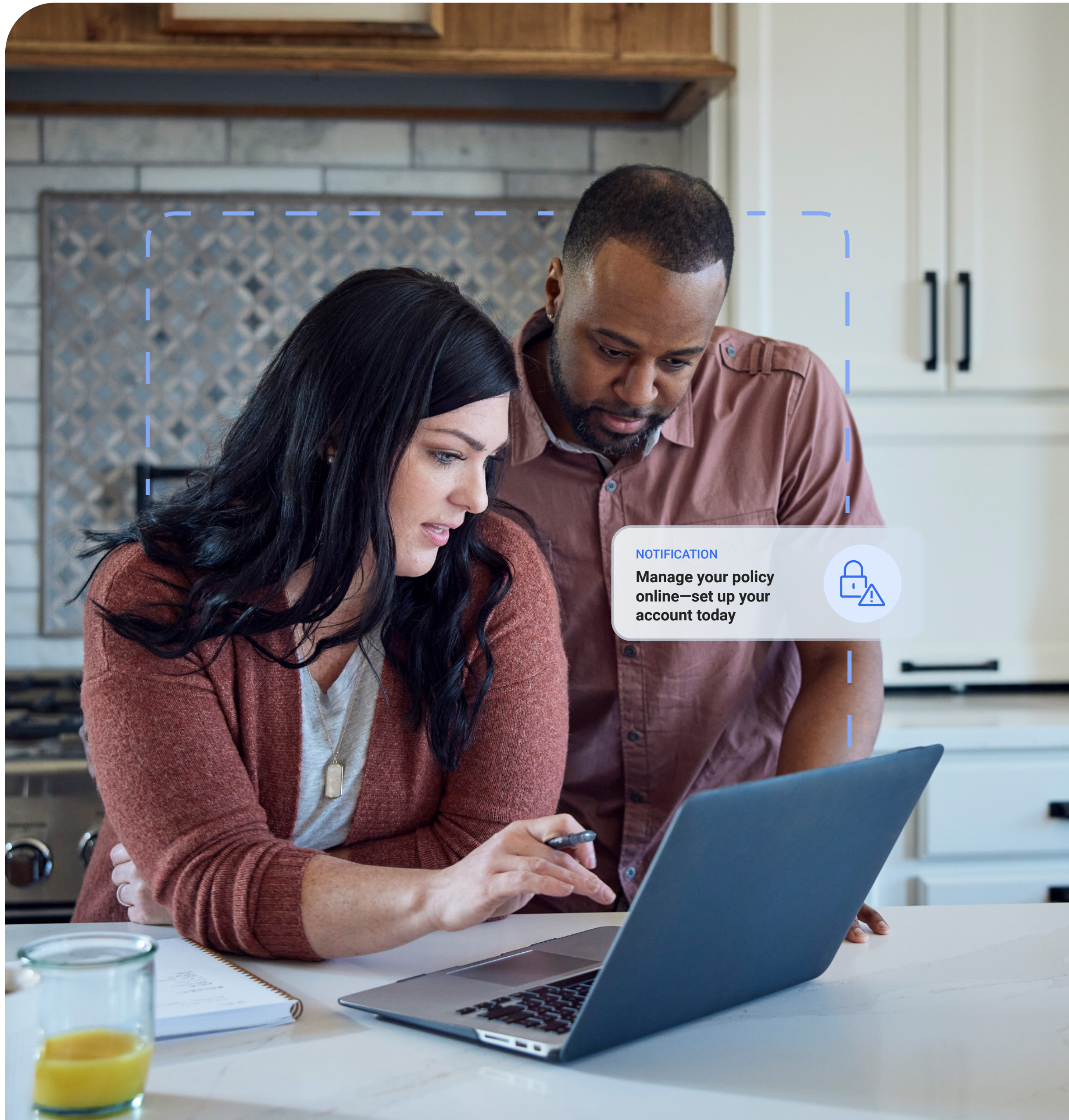
Confident 46% | Hesitant 32%

| | | CONFIDENT | HESITANT |
|---|---|---|---|
| GENERATION | Gen Z | 56% | 23% |
| | Millennials | 57% | 24% |
| | Gen X | 41% | 34% |
| | Boomers | 34% | 42% |
| | Silent Gen | 24% | 52% |
| REGION | USA | 53% | 29% |
| | Singapore | 52% | 22% |
| | Australia | 43% | 39% |
| | UK | 38% | 40% |
| | New Zealand | 33% | 45% |
| | German-speaking | 34% | 41% |

**Ethically**

Confident 44% | Hesitant 31%

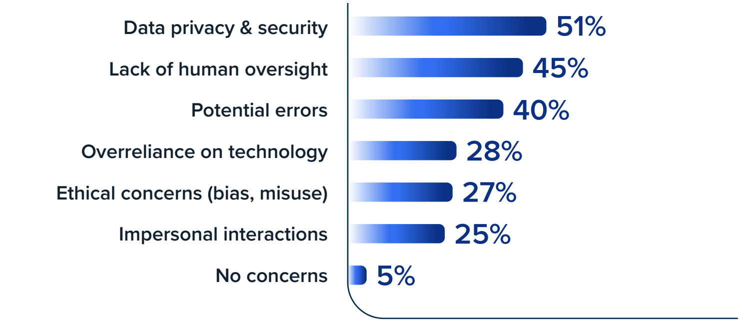
| | | CONFIDENT | HESITANT |
|---|---|---|---|
| GENERATION | Gen Z | 57% | 18% |
| | Millennials | 56% | 25% |
| | Gen X | 38% | 34% |
| | Boomers | 32% | 43% |
| | Silent Gen | 26% | 54% |
| REGION | USA | 50% | 29% |
| | Singapore | 48% | 23% |
| | Australia | 41% | 39% |
| | UK | 34% | 39% |
| | New Zealand | 33% | 44% |
| | German-speaking | 30% | 44% |



## Start By Tackling Top Customer Concerns

Prioritize data security and human oversight to prevent potential errors and put your customers' minds at ease when using AI.

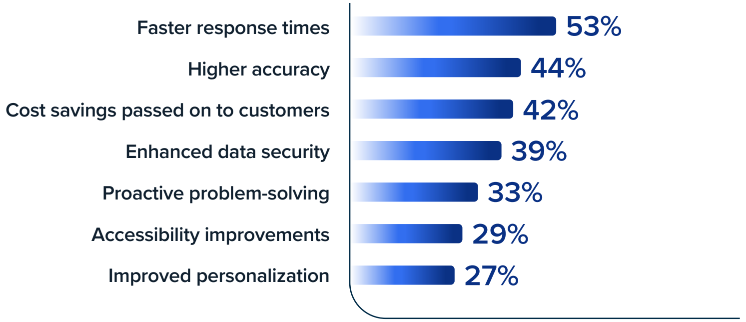
**Top insurance customer concerns about the use of AI in customer communications and/or digital forms:**




## With the Right Approach, AI Can Benefit Customers and Providers

Despite these reservations, AI has the potential to significantly improve insurance process efficiency as well as personalization in customer communications and interactions.

**What benefits would make you most supportive of companies using AI in their customer communications?**




### Which of the following do you most agree with concerning the use of AI in customer communications?

**46%**
agree there should always be a human checking content suggested by GenAI

**GENERATION**
- Gen Z 55%
- Millennials 48%
- Gen X 45%
- Silent Gen 41%
- Boomers 39%

**38%**
have data/security concerns about the use of AI in customer communications

**GENERATION**
- Gen Z 55%
- Millennials 48%
- Gen X 45%
- Silent Gen 41%
- Boomers 39%

**13%**
agree that GenAI is better than humans at creating content for customer communications

**GENERATION**
- Millennials 18%
- Gen Z 15%
- Gen X 10%
- Boomers 10%
- Silent Gen 9%

**28%**
have ethical concerns about the use of AI in customer communications

**21%**
agree that GenAI has the potential to improve the communications they receive

**37%**
agree it's important that when AI is used, it's explicitly called out

Your Smart Move

# Prioritize Transparency and Oversight

The key to reaping the benefits of AI is to be thoughtful and strategic about how and where you implement it to minimize the risks and maximize ROI. Invest in modern solutions that ensure data security and privacy, and build up customer trust by being open and upfront when using AI to generate customer communications. This could be as simple as adding a disclaimer so people know when they're interacting with technology, rather than a human.

At the same time, keep people in the equation—human oversight of AI-generated content is crucial, and should be ongoing. Put systems and processes in place to determine what type of communications require review. It's not about replacing people with AI, but rather augmenting them. Regularly auditing AI-generated content will also help to prevent potential errors and other ethical concerns.

# Modernize Your Approach and Systems to Maximize ROI

Today's insurance customers expect seamless, personalized communication across their preferred channels. When providing data, they overwhelmingly prefer a guided digital experience that simplifies form completion and streamlines the overall process.

For insurers, meeting these expectations isn't just about enhancing customer satisfaction—it's about improving operational efficiency and driving measurable ROI. Investing in modern CCM and IXM solutions enables you to orchestrate omnichannel communications, automate forms and data collection, and create connected experiences that reduce manual effort, minimize errors, and accelerate time to market.

By replacing outdated, siloed processes with intelligent, automated workflows, you'll cut down on processing times, reduce costly rework caused by incomplete submissions, and free up internal resources to focus on more complex, higher-value activities. The result is not only a more seamless experience for customers, but also cost savings and revenue growth for your business.

**Ready to transform faster and succeed sooner?**
Experience the power of Smart Communications.

Request a demo now ›

# Research Methodology

Smart Communications commissioned Toluna to conduct consumer research online in the US, UK, APAC (Australia, New Zealand, China, Hong Kong, Taiwan, Japan, Singapore) and German-speaking markets (Austria, Switzerland, Germany). Across all markets, a nationally representative audience (on age and gender) was targeted. To qualify, all respondents must be a current customer of providers of insurance, the wider financial services sector or healthcare. Fieldwork took place from January 31 to February 24, 2025.

## About Smart Communications

Smart Communications is the trusted choice for regulated enterprises looking to modernize complex processes and connect with customers in the moments that matter most. Its Conversation Cloud™ platform powers frictionless, compliant, digital-first experiences through omnichannel communications, intelligent data capture, and secure digital archival. More than 650 enterprises worldwide—including Zurich Insurance, Priority Health, The Pacific Financial Group, and The Bancorp—rely on Smart Communications to reduce compliance risk, boost operational efficiency, lower costs, and fast-track digital transformation that fuels business growth and elevates the customer experience. With more than 30 pre-built connectors, Smart Communications' cloud-native platform integrates effortlessly with the world's most trusted enterprise systems including Salesforce, Guidewire, DuckCreek, OneSpan, and Pega, enabling more than 60 billion mission-critical customer conversations globally, and driving faster time to value. To learn more, visit smartcommunications.com.

SMART COMMUNICATIONS™

www.smartcommunications.com    /company/smart-communications./    @Smart_Communications