

Customers Want Their Insurance Companies to Bundle Up

Insurance companies everywhere are reimagining how they interact with customers. The industry winners will find ways to become a more valuable part of people's lives. The "2020 Customer Compass: Navigating the Future of Insurance" and "The 2020 Insurer Compass" reports show one critical way to improve customer relationships is to offer personalized bundles of products and services.



32%

of consumers say the ability to bundle multiple products into a single purchase is important to their buying decision

"2020 Customer Compass: Navigating the Future of Insurance"



48%

of customers like the idea of configurable insurance bundles that allow them to toggle coverage on and off

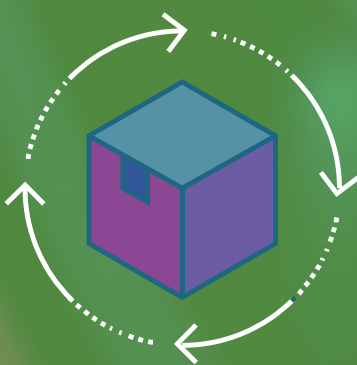
"2020 Customer Compass: Navigating the Future of Insurance"

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Bundling has advantages for both consumers and businesses. We're not only talking about the bundling of products, but services that go with it, such as providing an easy, transparent customer experience.

Barb Lutz, AVP
Chief Underwriter and Life Operations Underwriting
F&G Annuities & Life

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88%

of insurers believe product bundling is essential or important to the future success of the industry

"The 2020 Insurer Compass"

One Insurer for All

29%

of life insurance policyholders buy all their insurance products from a single insurer

72%

of life insurance policyholders would prefer to do so

Sourced from "2020 Customer Compass: Navigating the Future of Insurance" survey data.

Bundles Drive Revenue and Retention

Insurers that are able to bundle products and services into a single transaction will drive more revenue and loyalty. By combining life, P&C, and health coverage into a singular buying and usage experience, insurers can own more wallet share. Learn more about changing customer behaviors and motivations in the "2020 Customer Compass: Navigating the Future of Insurance" report, and visit us at eisgroup.com.

