

Priority #1 for Life Insurers: Improving Customer Experience

When it comes to life insurance, customers increasingly demand speed, convenience, and transparency at all touchpoints. It's no surprise the "2020 Insurer Compass Report" survey shows 99% of insurers believe improving customer experiences is essential. Yet the survey also indicates several areas where insurers are falling short of fulfilling their ambitions for serving customers better.

Arduous Applications



79%

of insurers believe their policy applications are difficult for customers to complete

Complex Products



70%

of insurers believe that hard-to-understand products are a serious or major problem for their company

Omnichannel Challenges



10%

of insurers say they're excellent or good at supporting customers across all channels

One-Size-Fits-All Approach



14%

of insurers rate themselves as excellent or good at personalizing products

Claims Delays



75%

of insurers believe it takes their company too long to pay claims

The future of life insurance is fast, simple, agile.

Today's life insurance companies need to digitize all phases of the policy lifecycle to meet the customer expectations of tomorrow. Are your digital transformation efforts progressing as rapidly as competitors?

Learn more about where your peers are focusing their resources in the full "[2020 Insurer Compass Report](#)", and visit us at [eisgroup.com](#).