

Revolutionizing Customer Engagement: Key Findings

Embracing digital multichannel engagement is essential for insurance companies looking to enhance satisfaction levels, foster loyalty among customers, and drive revenue growth.

Insured.io's study of 250,000 insurance consumers unveils three areas where leveraging diverse service channels can significantly enhance customer engagement.

Power of Omnichannel Engagement

↑ **25%**

higher retention rate among customers who repeatedly use multiple self-service channels.

Omnichannel engagement across various platforms provides a **consistent personalized experience** tailored to each customer's unique needs and preferences.

SMS Cuts Cancellations

← **52%**

reduction in cancellations is achieved by sending a cancellation message via SMS on the cancellation day.

IVR Enhances Convenience

Interactive Voice Response (IVR) systems reduce call time by

58%

compared to interacting with a customer service agent, which accelerates and streamlines the process.

IVR systems can cut call-center costs **by up to 30%** within three to six months through reduced reliance on human agents, boosting efficiency.*



SMS marketing boasts a **209% higher response rate** than email, highlighting its immense potential for client communication.*

Change the Way you Engage with Insureds

insured.io is an innovator in insurance solutions that enhance customer interactions. Our Customer Engagement Platform (CEP) offers an affordable and user-friendly solution for mid-tier insurance carriers that optimizes customer experiences in real-time across multiple channels.

For more information, visit our website at

www.insured.io

or email us at

get@insured.io