

## 2019 U.S. Insurance Digital Experience Study

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How can carriers truly understand their customers' digital needs and expectations of their insurer? How can they learn from best-in-class processes put in place by other insurers?

In 2018, J.D. Power found that insurance companies were failing to meet their customers' expectations when it comes to digital interactions. How can insurers get back on track? The **Insurance Digital Experience Study** provides an analysis of shoppers' and customers' perceptions of a company's digital channels and explores the correlation between website and mobile app updates/enhancements and engagement as well as an overall digital proficiency rating provided by our alliance firm, Centric Digital. A study subscription provides access to the insights and tools needed to gain a comprehensive, in-depth understanding of what customers think about their experience with P&C insurers digital ecosystems and what industry and cross-industry leaders are doing to take their digital channels to the next level.

### What's New in 2019:

For the first time, the *Insurance Digital Experience Study* will include public facing rank charts and awards for digital shopping and digital servicing.

“THE CUSTOMER EXPECTATION FOR A STANDOUT DIGITAL EXPERIENCE IS RAPIDLY BEING SET BY DIGITAL-NATIVE CONSUMER BRANDS LIKE AMAZON, NETFLIX AND UBER. LIKE IT OR NOT, THOSE ARE THE USER EXPERIENCES AGAINST WHICH TODAY'S CONSUMER-FACING INSURERS ARE COMPETING...”

**Tom Super**

Director, Property & Casualty Insurance Practice, J.D. Power

### Deliverables:

- Customized executive presentation and in-person discussion that includes data-driven, actionable recommendations for achieving such strategic goals as closing performance gaps with key competitors and/or top performers in the study
- Competitive survey data and industry reports focusing on industry trends and where insurers need to focus their efforts
- Overall digital proficiency rating for each brand profiled in the study as well as top performers in other industries

based on DIMENSIONS™, Centric Digital's classification system of digital best practices, a rigorous scoring framework for measuring enterprise digital capability

- DIMENSIONS™ assesses digital performance across Experience, Channels, Products, Platforms, Process and People
- The digital proficiency rating will measure 430 best practices across the Experience, Channels, Products, and Platform layers