

Global Consumer Insurance Insights

We asked 2,000 insurance consumers what P&C insurers are doing well, what their buying preferences are, and how the industry can improve. The results reveal clear strategic opportunities for carriers to address consumer appetite for innovative and relevant products.

Buying Preferences

37%

rate the insurance buying experience good or very good

73%

on average preferred to buy direct from an insurance carrier



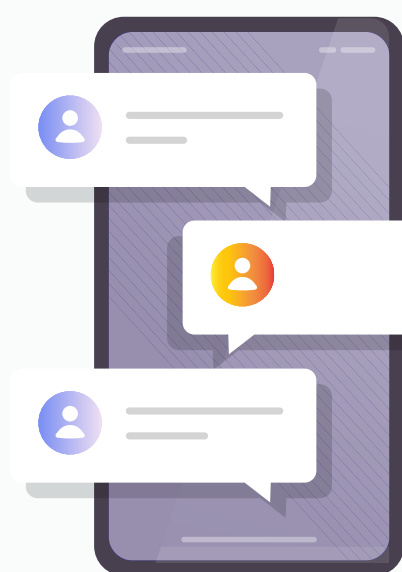
Engagement Opportunities

95%

would like to hear more about the status of a claim

32%

on average never heard from their insurance provider on an annual basis



Switching Preferences



60%

would use online services to switch

45%

would prefer to make any changes needed online or through an app

Attitudes Towards Innovation

48%

would find add-on products appealing

58%

would find usage-based insurance appealing



Calls to Action for the Global Insurance Market



Accelerate Speed to Market



Maximize Operational Efficiency



Optimize Experiences



Harness Innovative Technology



Grow Distribution Channels

CONSUMER OPINIONS

“I think there ought to be clear milestones with specific timeframes”

- A respondent calling for more engaged communication from their insurance provider during a claim.

“Give some money back if you don't claim.”

- A respondent raises the issue of rewarding policy holders who do not file a claim.

“I'd use an app or website and am totally content.”

- One digitally-savvy respondent sums up their view.

“Personal treatment please.”

- One respondent highlights personalization as key to them.

The full results featuring global trends and fascinating regional insights can be found in the [Global Consumer Insurance Insights whitepaper](#)

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