

Insurance Mobility & User Experience

Why leading insurance enterprises are choosing to go mobile

UX MATTERS

BAD USER EXPERIENCE ☹️



50% of US insurance **customers** are **unhappy** about their **experiences** with their insurance provider.



70% of **customers** **switch insurance providers** because of **bad user experience**.

GOOD USER EXPERIENCE 😊



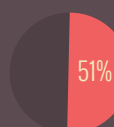
On the other hand, good customer experiences increase the chances of **customer referrals** two times.



In 2012, **57%** of surveyed insurance IT decision makers in the US and Canada reported **enhancing policy holder experience** as one of their **top 3 priorities**.



Mobility is one of the **major strategies** adopted by enterprises looking to improve **user experience**.



51% of **enterprise mobility** adopters see improvement in **customer experience**.



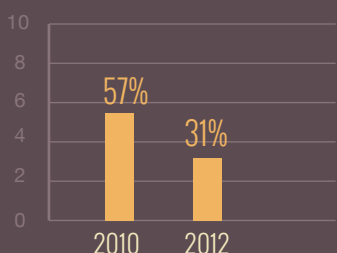
Karlyn Carnahan

Research Director at Celent's Insurance Practice

"Look at your technology offerings and compare what you're offering to what the agents are looking for in their top carriers—fast, responsive, easy."

Quote from the report 'Paper, Phone, Email, Web, Mobile: Communication Channels in U.S. Insurance' by insurance consulting, advisory and research agency Novarica.

Mobility Future-proofs User Experience in Insurance



The percentage of insurance companies that either didn't have a mobile strategy or were only in the early stages of defining one...

...and it has continued to fall since.



23% of insurers already offer quotes on mobile. This is slated to rise to 70% by 2016.



78% of leaders in the US insurance sector believe that technologies wrapped around consumers will decide success in the coming years.

✈️ *Mobility is the future of insurance.*



Chad Hersh

Senior Vice President at The Nolan Company

"Mobile is about positioning for the future. Avoiding mobile today is like avoiding web browsers in the late 1990s."

Quote from the discussion 'Trends and Fads in Insurance, an Analyst Perspective' at the OneShield Client Conference 2014.

Some Insurance Enterprises that Own a Mobile App



Imaginea implements effective user experience solutions in the insurance mobility space by defining the right user experience and interface design, porting big applications to a small screen factor, taking advantage of mobile-specific gestures, and architecting and developing apps.



To learn more, visit <http://imaginea.com/>

Sources

1. World Insurance Report- Leading with Digital for Better Customer Experience. Rep. N.p.: Capgemini, 2014. Print.
2. Global Insurance Outlook. Rep. N.p.: Ernst and Young, 2014. Print.
3. World Insurance Report 2013. Capgemini & EFMA
4. Ask, J. A., & Husson, T. (2012). 2012 Mobile Trends For eBusiness. Forrester
5. Forrester's Forrsights Budgets And Priorities Tracker Survey, Q4 2011
6. Mobility: Why Your Customers Aren't Satisfied and What to Do About It. Research Report, CA Technologies
7. InsuranceNewsNet.com - OneShield Client Conference 2014:Trends and Fads in Insurance, an Analyst Perspective
8. Novarica Report - Paper, Phone, Email, Web, Mobile: Communication Channels in U.S. Insurance