

Here are some Scenario Based Prompts for Insurance Company

Lead Generation & Nurturing

1. Website Visitor Didn't Request a Quote

"A visitor browsed our health insurance plans but didn't request a quote. Write a gentle follow-up email highlighting the benefits of our most popular plan and inviting them to get a free quote."

2. Cold Outreach for Business Insurance

"Write a professional cold email to a small business owner introducing our business liability insurance and offering a free consultation."

3. Lead Downloaded an Insurance Guide

"Someone downloaded our 'Guide to Choosing Life Insurance' eBook. Write a follow-up email thanking them and suggesting a free 15-minute call to assess their needs."

New Customer Onboarding

4. New Policy Purchase Welcome Email

"A customer just purchased a car insurance policy. Draft a welcome email explaining policy activation, support contact, and how to access their digital ID card."

5. Cross-Sell Opportunity at Onboarding

"A customer bought a home insurance policy. Write an email suggesting bundling with auto insurance and mention possible discounts."

6. WhatsApp Reminder to Upload KYC Documents

“Send a friendly WhatsApp message reminding a new customer to upload their KYC documents to activate their policy.”

Customer Support & Claims

7. Insurance Claim Acknowledgment Message

“A client submitted a health insurance claim. Write a confirmation email assuring them the claim has been received and explaining the next steps.”

8. Claim Delay Update

“A claim is delayed due to missing documents. Draft a message to the customer explaining the delay and requesting the specific files.”

9. Denied Claim Explanation

“A customer’s travel insurance claim has been denied. Write a professional and empathetic email explaining the reason and options for appeal.”

Engagement & Education

10. Monthly Email Newsletter Prompt

“Write a monthly newsletter introducing tips on health insurance, highlighting a new dental coverage add-on, and inviting policyholders to attend a free webinar.”

11. Social Media Caption on Term Life Benefits

“Create an engaging Instagram caption explaining why young professionals should consider buying term life insurance early.”

Retention & Reactivation

12. Policy Renewal Reminder

“A customer’s car insurance expires in 10 days. Write an email reminding them to renew, with a link to the renewal page and a brief list of current benefits.”

13. Inactive Customer Re-engagement

“A customer’s travel insurance policy expired 8 months ago and they haven’t renewed. Write a re-engagement email asking about their upcoming travel plans and offering a 10% discount if they renew.”



Upselling & Reviews

14. Upsell Health Insurance Add-ons

“A customer with basic health insurance doesn’t have maternity or critical illness cover. Write an informative email introducing these add-ons and their long-term value.”

15. Ask for a Review/Testimonial

“A client recently praised our claims process. Write a message requesting a quick testimonial or review on Google or Trustpilot.”

Absolutely — addressing unhappy customers with empathy and clarity is crucial in the insurance industry. Here are **scenario-based ChatGPT prompts** specifically for managing **customer dissatisfaction**:



Handling Unhappy Customers (Insurance)

16. Customer Is Upset Over Claim Rejection

“A customer is upset because their health insurance claim was rejected. Write a calm and empathetic email that explains the reason clearly and offers to review the claim again if needed.”

17. Long Waiting Time on Customer Support Call

"A customer waited over 30 minutes on a support call. Write an apology email acknowledging the delay and providing an alternate way to get quicker assistance next time."

18. Frustrated About Delayed Claim Processing

"A client is frustrated because their car insurance claim is taking longer than promised. Write a professional message that explains the reason, apologizes for the delay, and provides a clear new timeline."

19. Premium Increased Without Clear Explanation

"A customer is angry that their premium increased this year. Write a response email that explains why the premium changed, outlines any added benefits, and invites them to schedule a call if they'd like to explore other options."

20. Negative Social Media Review About Service

"Someone posted a negative review about our claims service on Facebook. Write a public response acknowledging their experience and offering to resolve the issue privately."

21. Policy Cancellation Request Due to Poor Service

"A customer wants to cancel their home insurance due to dissatisfaction with customer service. Write an email that acknowledges their concerns, offers a solution, and gently tries to retain them."

22. Rude Interaction With Agent

"A customer reported a rude interaction with one of our agents. Write a formal apology email assuring them the issue will be investigated, and offer a direct line to resolve any remaining concerns."



Tips to improve Results from ChatGPT

Using ChatGPT effectively isn't just about what you ask — it's *how* you ask. Here are six simple tips to help you get smarter, more tailored responses that actually move your business forward:

1. 🎯 Be Clear and Specific

Avoid vague prompts like *"Give me some marketing ideas."*
Instead, include details about your business, audience, and objective.

✅ Try: "Write 3 social media post ideas for my bakery targeting office-goers looking for weekend treats."

2. 🧩 Share Context

The more background you provide, the better ChatGPT can personalize its output.
Mention your business goals, tone of voice, product focus, or audience pain points.

3. 📝 Use Examples

If you're unsure how to phrase your request, give a sample or pattern to follow.

✅ Try: "Suggest a subject line similar to 'This cookie might be your new weekend obsession.'"

4. ↺ Follow Up and Refine

Don't settle for the first draft. ChatGPT improves with feedback.
Ask follow-up questions, add new info, or tweak your prompt to get closer to what you want.

5. 🧠 Break It Down

Big tasks (like "Build me a marketing plan") can overwhelm any tool.
Break them into steps:

Strategy → Content Ideas → Messaging → Campaign Plan

6. Experiment with Phrasing

Reword your prompt using different angles or keywords.

Even a small change in how you ask can lead to completely new insights.