The report by Deloitte, based on a survey of over 1,700 middle market buyers and non-buyers of life insurance in the U.S., reveals critical insights into consumer behavior and engagement strategies for life insurance companies. It identifies the middle market as a viable yet underserved segment, indicating that many firms are not effectively utilizing marketing, product, and sales strategies to reach this demographic. The report emphasizes the necessity for companies to recalibrate their approaches to capture this market, suggesting that those who act as "first movers" will reap significant benefits. Despite slow growth in the life insurance industry due to economic challenges, improving economic conditions have sparked renewed consumer interest in financial products, particularly life insurance. Carriers are encouraged to adapt their strategies to meet evolving consumer expectations, especially among younger generations who favor digital channels for research and purchasing, as traditional distribution methods and outdated marketing strategies are becoming less effective.

The study highlights that life events such as marriage, having children, and homeownership are strong predictors of life insurance purchases, suggesting that carriers should focus on these triggering moments to engage potential buyers effectively. While digital channels are on the rise, meaningful advice from agents remains crucial in the purchasing process. Non-buyers often cite unclear benefits and competing financial priorities as reasons for not purchasing insurance, underscoring the need for carriers to connect the value of life insurance to consumers' immediate financial goals. To mitigate policy lapses, which are frequently linked to changes in financial circumstances, carriers should enhance post-purchase engagement and communication, as many lapses occur due to forgetfulness or lack of reminders from the insurance company. The report advocates for effective engagement strategies that include targeted follow-ups to reinforce the importance of life insurance and address consumers' evolving needs.

Furthermore, the document discusses consumer engagement in the insurance sector, particularly focusing on life insurance, noting that a significant portion of policyholders lapse their insurance for various reasons, including forgetfulness, lack of reminders, or finding better plans. The survey indicates that interpersonal interactions with agents are preferred and deemed more helpful compared to digital or impersonal channels, suggesting that effective post-purchase engagement can enhance policy retention. Carriers are encouraged to refine their customer engagement strategies to better assist consumers in selecting appropriate products and to reinforce the value of their purchases. The document outlines several implications for carriers, including the need to generate consumer data to predict life events, develop predictive analytics, train agents to educate consumers on life insurance benefits, and implement a multi-channel communication strategy. It emphasizes the importance of connecting emotional life events with the value of life insurance to tap into an underserved market, potentially unlocking a significant unmet need. Overall, the insights provided aim to help carriers reshape their approach to drive sustained value in the life insurance market.