

Insurance Survey Report

# Full (Call) Coverage

Consumers put a premium on  
clear communications.



## Our Approach

We surveyed over 5,000 U.S. mobile subscribers in late 2021 about their insurance calling experiences, followed by a subsequent survey in early 2022 to another 1,000 U.S. mobile subscribers. We sought to understand calling behavior and the impact of branded calling (or lack thereof). These combined findings represent customer sentiment as it relates to health, auto, and home insurance customers.





Respondents were asked to select all companies with which they had a home, health, or auto policy.

Policyholders selected brands of all sizes. The following companies were identified over 500 times by survey respondents.

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- **Aetna**
- **Allstate**
- **Anthem Blue Cross/  
Blue Shield**
- **Cigna**
- **Farmers Insurance**
- **GEICO**
- **Humana**
- **Kaiser**
- **Liberty Mutual**
- **Progressive**
- **State Farm**
- **United Healthcare**



## Key Findings

When talking with  
their insurance provider:

**49%**

of people prefer talking  
with a live person over the  
phone to email/messaging  
apps and text message.

More than  
**3 in 4**

people reported missing  
a call from their insurance  
provider because they  
didn't recognize the  
number calling

Nearly  
**60%**

of people say that even  
though they had selected a  
call back option, they missed  
the return call because  
they didn't recognize the  
incoming caller

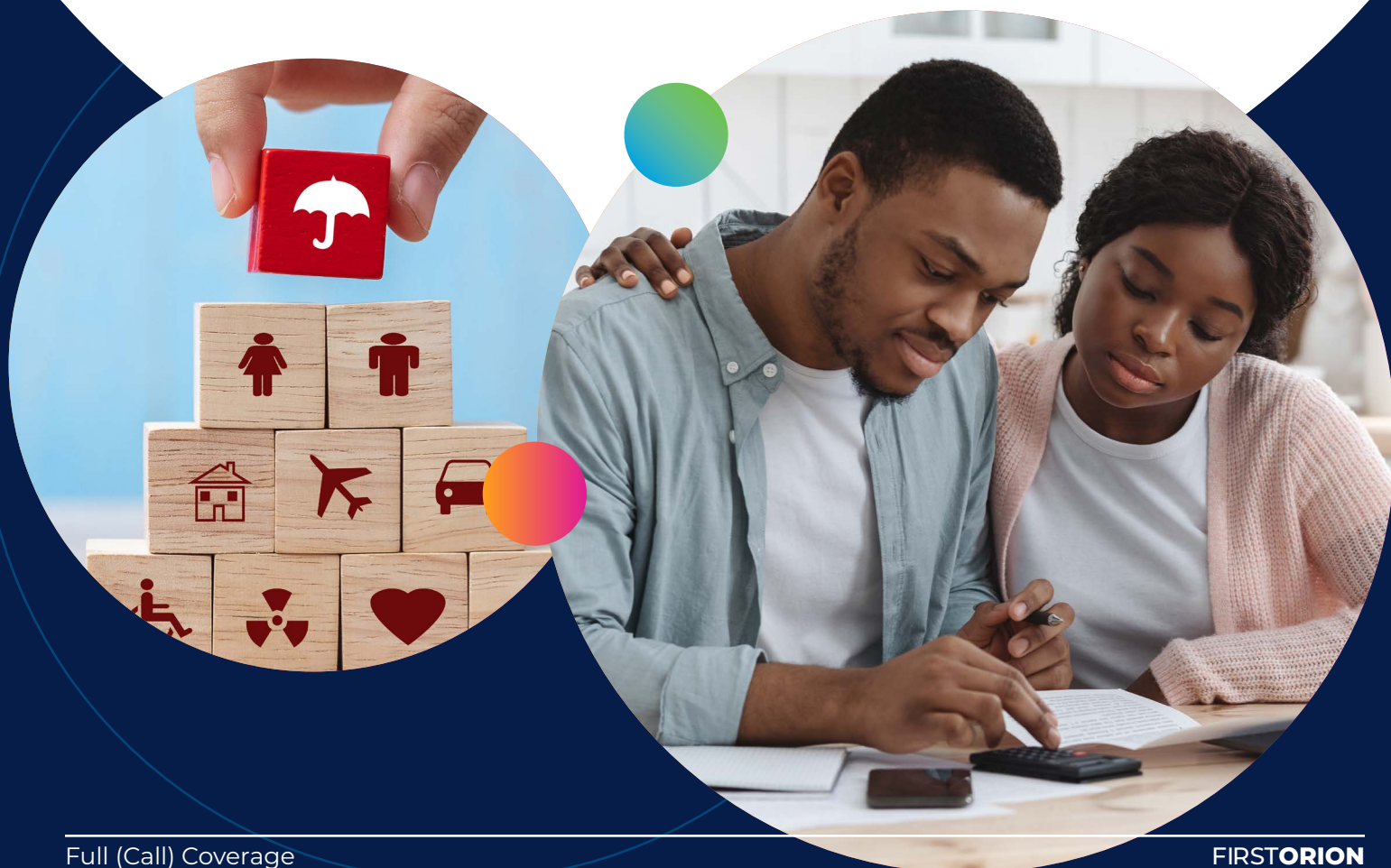
# A Relationship of Love and Hate

Insurance is a hot button issue. It's a necessity for some of the most important aspects in our daily lives, yet it can also be frustrating.

Think about it: there are policies for just about everything (it seems). Healthcare, dental, home ownership, home renters, life insurance, vehicle ownership, pet insurance ... the list goes on.

Insurance policies are designed to help soften the financial blow of the upfront out-of-pocket costs for services, which are often too substantial for most people to cover — lest they risk personal bankruptcy. And in many instances, insurance is required to get a bank loan, or to drive a car, or to get medical help.

With the financial ramifications in mind and often time-sensitive decisions to be made by policyholders, it's important for insurance providers to understand what modes of communication their clients prefer. The customer experience depends on it.



# Can't Put a Premium on a Phone Call

People have a lot of communication options at hand. Our digital world offers a variety of options such as phone calls, text messaging, mobile apps, email, and social media.

With so many choices, what do people prefer? For communicating with their insurance provider, most people still want to talk to a live person by way of a phone call more than other methods – whether they're calling the provider, or the provider is calling them.



When contacting their insurance provider, a phone call with a live person is preferred by twice as many people as SMS/text messaging or email/messaging apps.

**49%** - Want to speak with a live person over the phone

**29%** - Prefer messaging via email/messaging app

**22%** - Like messaging via SMS/text message



When being contacted by their insurance provider, the phone call reigns supreme.

**42%** - Want a phone call from their provider

**35%** - Would like to be contacted via email or messaging app

**23%** - Prefer a text message/SMS





## Coverage Beyond Claims

So people want to use the phone when they're talking with their insurance providers. But what happens when the provider reaches out and the caller isn't recognized? **Most people (76%) won't answer.**

Makes sense, especially if the person isn't expecting a call.

But what happens when someone requests a call back instead of waiting on hold? Believe it or not, a significant number of people **(59%) will still miss the call back because they don't recognize who's calling.**

More Than

**3 in 4**

Missed a call from their provider because they didn't recognize the incoming call number

Nearly

**3 in 5**

Missed a return call from a call back request because they didn't recognize the incoming call number

# Lost Time is Lost Money

A missed call costs time and creates frustration. For most people, the call process starts all over again – reaching back out to the insurance provider hoping to make a connection.

Since policy and payment decisions are often time-sensitive, making that connection is a top priority for the policy holder. A policy lapse could have a significant impact on the ability for someone to get the care or customer service they need.

Nearly **60%** said missing these calls had a **“moderate to big impact”** while almost **20%** reported that missing the call **“cost me valuable time or had a direct financial impact on me.”**



Approximately

**1 in 5**

reported that missing the call cost valuable time or had a direct financial impact

Nearly

**3 in 5**

people said missing these calls had a moderate to big impact



# The Customer Experience – In Their Words

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People share their experiences with missing calls from their insurance providers.

*"I was shopping for new car insurance and didn't answer because **I didn't recognize the number and they didn't leave a message.** I went with another carrier."*

*"**I thought it was a call from a telemarketer, so I ignored it.** It was a payment reminder from the Insurance agency and I forgot to pay the bill which resulted in a late fee."*

*"I had been trying to change my car insurance options and their website was nearly impossible to navigate ... They tried to call me on the last day of my insurance coverage **but it was an unknown number, so I did not answer.** They only left the main number to return a call, which I tried, and it was going to be a 30-minute wait. So, I let my insurance expire and went with another company. **It was a hassle.**"*

# Improve Your Calling Program: Insurance Provider Case Study

A direct-to-consumer insurance company offers auto, home, life, mortgage, and healthcare insurance through a single, online platform. While people were filling out applications online, many of them weren't completing the process.



**With First Orion's INFORM  
branded text call display,  
the company saw:**

**36%**

**Lift in Long Call  
Duration**

**18%**

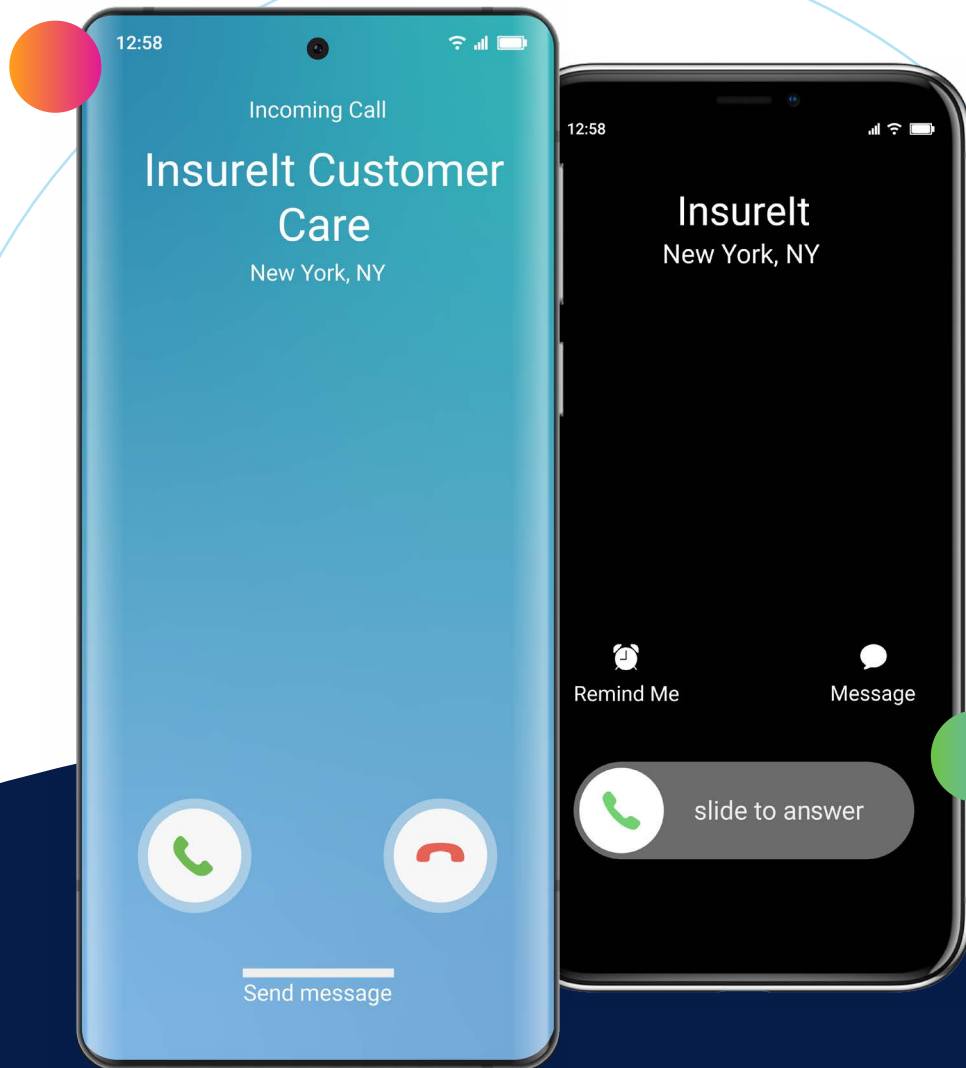
**Increase in  
Conversion Rates**

**9%**

**Rise in  
Engagement Rates**

# Your calls are important to your customers

They need approvals, to update payment methods, or renew their policies, and more. You can deliver confidence in every call with a branded communication solution from First Orion.



Find out more at  
**FIRSTORION.com/insurance**

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