

What drives a positive claim experience?



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01



Scoping Review

Across relevant insurance literature

02



Identity

Relevant Factors along the claim journey

03



Survey

How claimants experienced these factors

Which factors can be leveraged to improve new business?

SURVEY 1

The first survey targeted claimants in the 'Critical Illness' and Income Protection' markets in the UK, China and Australia.

Respondents

China



182

UK



163

Australia



162

SURVEY 2

The second survey focused on the four factors identified in Survey 1 with a goal of finding out which factors Swiss Re could leverage to improve claims Net Promoter Score (NPS) and increase new business.

Respondents

China



207

UK



212

Australia



181

RESULTS

A key finding of the study is that the claim experience can be improved by focusing on the following four main factors



Empathy



Signposting



Trust



Social Influence

RESULTS

Out of the four identified in Survey 1, three factors were found to contribute significantly to a positive NPS and influence future new business



Empathy



Trust



Social Influence

MOVING FORWARD...

This means, by modifying these factors, insurers can enhance their levels of customer advocacy and repeat purchase intention, which in turn can lead to improved new business results.



Integrated in Value Proposition



Optimise Claim Journey



Despite Big Data and Automation, understanding human behaviour remains key.