

# Thriving in the New Digital Reality

How to harness real-time insights to improve customer experience.



Evolving consumer expectations and demands have driven insurance buyers wanting a more personalized and connected experience across all channels. According to the Medallia Institute, consumers are 20% more likely to trust their insurer when they innovate and adapt to their needs<sup>1</sup>. Today's climate has accelerated the need for insurers to engage with consumers using their preferred channels.

## Tools to improve experiences in real time

Medallia enables insurers to engage with customers in the moment across the entire customer journey - whether it's online, in-app, or over the phone. By capturing solicited and unsolicited feedback in real-time, insurers can quickly discover opportunities to improve the claims process, uncover consumer friction in the buying process, identify areas to drive better self-service, and predict churn before it's too late.

### The following solutions are designed to help insurers address the needs of customers now:

(Select solutions can launch in days, and many are available for a free limited trial.)

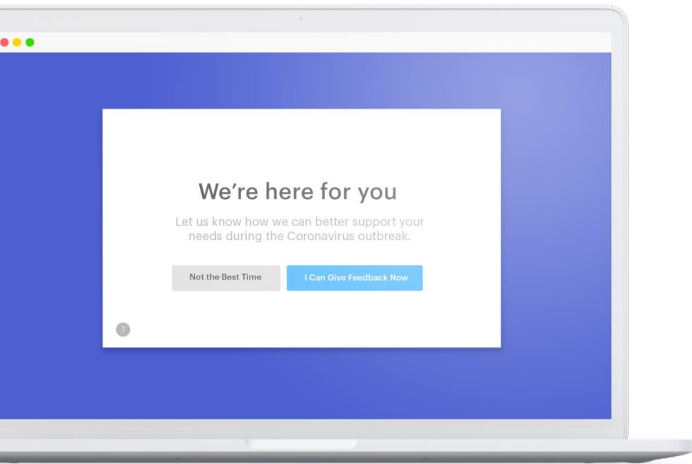
## Quickstart Customer Micropulse: Stay connected and in step

Retention is more important than ever before. Stay engaged with your customers using our Quickstart Customer Micropulse solution. Fueled by Medallia LivingLens and AI-powered Text Analytics, this video-enabled, two-question format enables you to:

- Get in-depth answers to burning questions by making it easy for customers to share in-the-moment feedback.
- Target specific customer demographics that are expanding or contracting.
- Resolve issues faster using AI-powered insights delivered via pre-configured dashboards.

The screenshot displays a user interface for a client named Irene Oliver. On the left, there is a video player with a play button. Below it, a 'Tags' section includes a text input field labeled 'Enter New Tag'. A 'Filters' section contains several buttons: 'Client', 'Promoter', 'Policies', 'Claims', and 'Applications'. On the right, the 'Client: Irene Oliver' section shows a language dropdown set to 'English (Auto)' and a 'Transcript Search' field. Below this, there are three horizontal progress bars. At the bottom right, a sentiment analysis chart shows 'Social Smile', 'Joy', and 'Critical Thought' over a timeline from 00:01:48.

<sup>1</sup> Insurance Disrupted: How customer experience can help insurers build trust and earn loyalty



## Medallia Digital: Adapt quickly to shifting demand

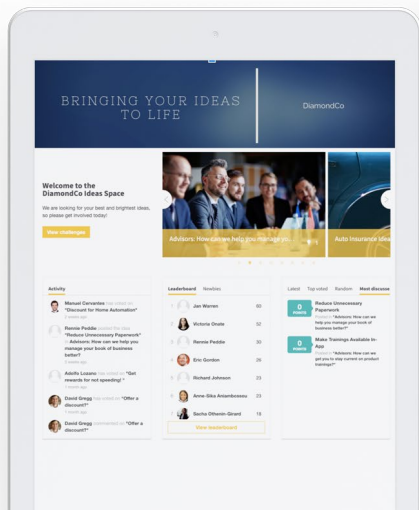
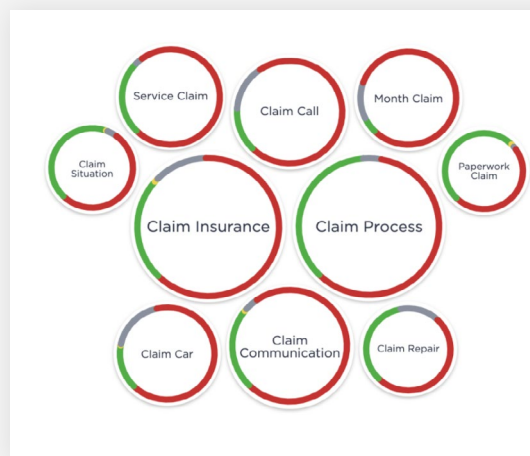
With the accelerated push to digital, insurers need a way to immediately understand what's working and what's not. Medallia Digital provides an easy way to:

- Collect real-time feedback with an always-on approach to listening across mobile, web, and in-app experiences.
- Intercept customers at key moments to optimize self-service capabilities and reduce call center volume.
- Get started quickly with two pre-built COVID-19 survey forms and a pre-built reporting dashboard.

## Medallia Text Analytics: Make your call centers more responsive

To improve call center interactions, insurers can use Medallia to make sense of unstructured data from survey and non-survey sources to address common areas of friction like the claims and application process. Medallia Text Analytics enables insurers to:

- Identify at-risk customers quickly.
- Understand customer issues that are driving call volumes and most negatively impacting overall experiences.
- Capture a more complete view of customer sentiment instead of relying solely on surveys.



## Medallia Crowdicity: Crowdsourcing ideas from the frontline

Uncover innovative ways to address business demands and customer needs by tapping into the collective wisdom of your employees and agents using Medallia Crowdicity. This solution is easy to deploy and enables you to:

- Co-create and innovate with your employees and agents.
- Better understand pain points while identifying creative solutions to optimize claims and agent processes.
- Keep your talent engaged with idea voting and challenge milestones.

Meet with a Medallia Expert →

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