

Medallia

Winning Insurance with Medallia Digital

With rising customer expectations, the insurance industry is focused on delivering personalized consumer experiences across all channels - especially digital ones. While digital is just one channel to engage with consumers, arguably it is one of the most important ones.

Insurers are no longer prioritizing their digital investments based on cost savings and efficiency alone; they are making these decisions based on the need to drive increased customer satisfaction. 61% of customers prefer to check their applications online while digital interaction is expected to influence more than 9 in 10 new life insurance sales.¹

Medallia Digital is a best-in-class Digital Voice of Customer solution in the market, built from the ground up to cater to the needs of the insurance industry. Our solution gives insurers the flexibility to systematically engage with online users, swiftly address the issues visitors encounter, create a positive online experience and boost conversions and satisfaction levels.

The leading brands in the world run on Medallia:



Better Understand Your Customers

According to the Medallia Institute, consumers are 20% more likely to trust their insurance provider when the company innovates and adapts to their needs². With Medallia Digital's unique 'Experience Optimizer,' VoC data is combined with analytics, allowing you to better understand the individual clients' needs and offer personalized experiences.



Prioritize Digital Investments

Let your customers guide your approach to innovation and investment. Direct feedback from customers will reveal opportunities for your business to create new value, by developing seamless experiences and valuable products that can flexibly adapt to your customer's ever-changing circumstances and expectations.



Streamline Process and Increase Online Self Service

Complex internal processes and unclear self-help options can lead to a frustrating customer experience. Customer feedback can help you understand where the pain points are and what improvements are needed. Real-time analysis and closing the loop allows you to address issues swiftly, which can lead to reduced customer service calls and operational costs in the long run.



Customer Loyalty and Retention

Medallia enables insurers to track and monitor satisfaction measures over time - through NPS³ and CSAT metrics - and act quickly to close the loop. Collecting and acting on customer feedback allows insurers to more easily provide a consistent, positive experience that will keep customers loyal and improve retention by reducing churn.

¹ 61% of customers confirming they prefer to check their applications online, [Insurance technology trends that are shaping 2020](#), Board of Innovation By 2020, more than nine in 10 new life insurance sales are expected to be at least influenced by digital interaction, [2020 Insurance Outlook](#), Deloitte Insights

² Insurance Disrupted: How customer experience can help insurers build trust and earn loyalty, Medallia Institute

³ Net Promoter, Net Promoter Score and NPS are registered trademarks of Bain & Company, Inc., Fred Reichheld and Satmetrix Systems, Inc. All other trademarks are the property of their respective owners.