

INSURANCE CUSTOMER EXPERIENCE TRENDS IN THE AGE OF DIGITAL



Insurers Need to Adapt and Deliver

Insurers looking to gain a competitive advantage must put strategy into action to change the customer experience through digital transformation.

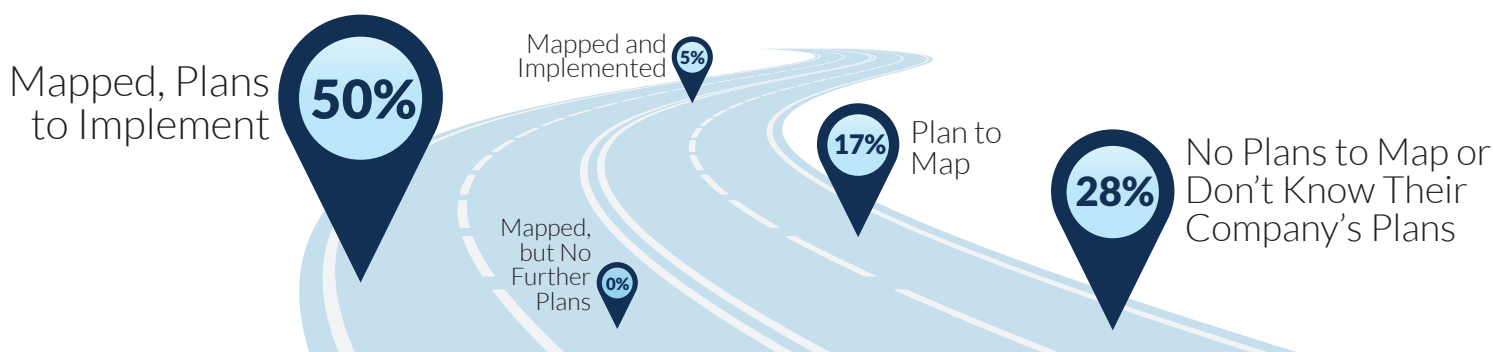
Consider These Statistics...

Insurers Recognize the Changing Expectations

IMPROVING CUSTOMER EXPERIENCE **CX** WAS LISTED AS THE #1 STRATEGIC INITIATIVE*



Over Half Mapped or Plan to Map Customer Journeys**



Significant Investments are Being Made in CX Projects***

For Property & Casualty



For Life & Annuity



Top 3 CX Projects, % of Insurers with Significant Investments

The Good News...

Putting the customer at the center of your enterprise to create a seamless customer experience is possible.

Creating a Seamless Customer Experience

Achieve operational excellence with the Appian Low-Code Digital Platform for a seamless experience that goes beyond policyholders, to brokers and producers as well.



DIGITAL TRANSFORMATION FOR THE CONNECTED CUSTOMER EXPERIENCE

Appian



#theconnectedinsurer

* Source: SMA Research, 2017 IT Spending and Priorities, n=87
 ** Source: SMA Research, Customer Experience 2014, n=61
 *** Source: SMA Research, Insurance Ecosystem 2016, n=116