

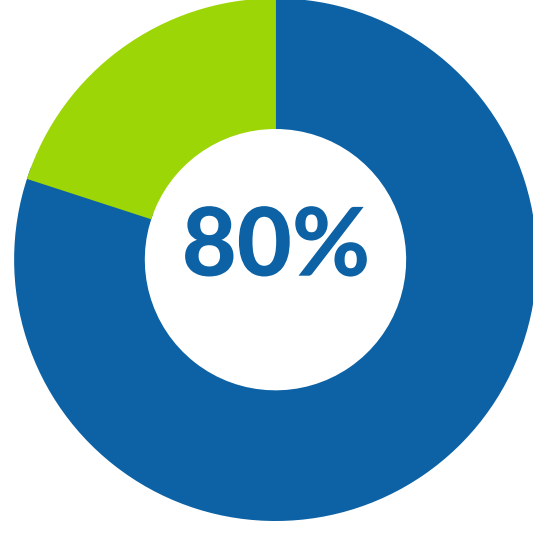
# INSURANCE

In a recent pulse survey, Intouch Insights asked 1,255 consumers about their interactions with insurance companies.

*Experience*

*Here's what we found out!*

80% of respondents review their Home/Auto insurance coverage each year.



What factors would lead you to **consider switching** to a different insurance company? Check all that apply

Lower rates	93%
Better coverage	71%
Better customer service	28%
A new purchase (home, car, etc.)	26%
Range of products	22%
Customer Satisfaction Ratings	16%
A new move	13%
Other	2%

**93%**

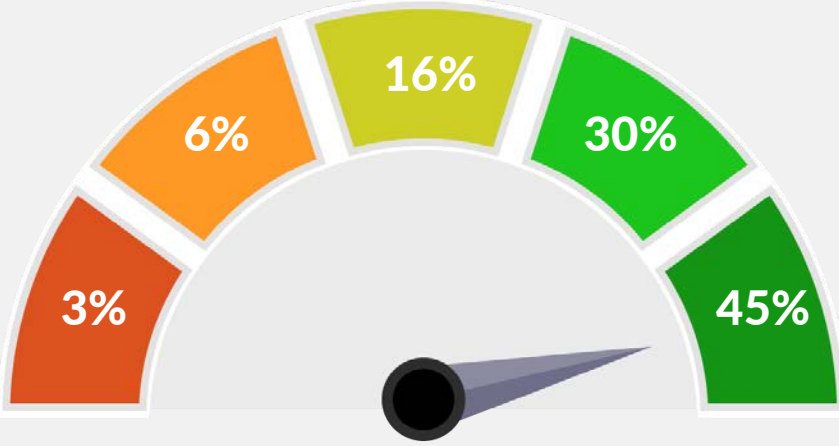
Said they would switch carriers for **lower rates!**  
**Better Coverage - 71%**

Which insurance companies have you filed a claim with in the past 5 years? Check all that apply.

State Farm	13%
Geico	10%
Progressive	8%
All State	5%
USAA	4%
Liberty Mutual	3%
Nationwide	2%



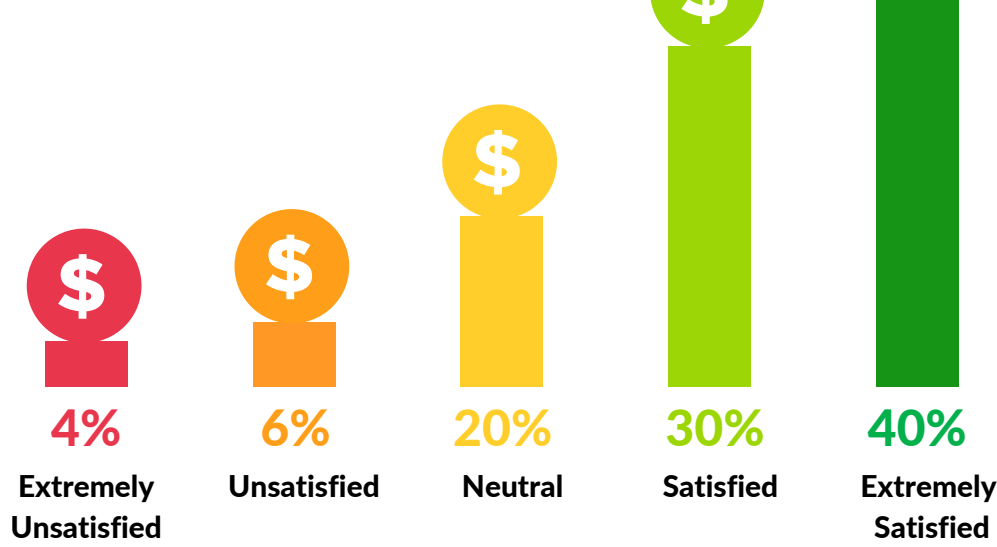
Please rate your satisfaction with the overall **claim handling timelines** from start to finish.



**75%** were Extremely Satisfied or Satisfied

- Extremely Satisfied
- Satisfied
- Neutral
- Unsatisfied
- Extremely Unsatisfied

Please rate your satisfaction with the **settlement/offer** you received.



**70%** Said they were Extremely Satisfied or Satisfied

Please rate your satisfaction with the representative's ability to **resolve your claim**.

- 44% Extremely Satisfied
- 29% Satisfied
- 17% Neutral
- 7% Unsatisfied
- 4% Extremely Unsatisfied

**73%**

Said they were Extremely Satisfied or Satisfied



Please rate your **overall satisfaction** with the insurance company

**74%** Said they were Extremely Satisfied or Satisfied

- 43% Extremely Satisfied
- 31% Satisfied
- 17% Neutral
- 6% Unsatisfied
- 4% Extremely Unsatisfied



*The point is ...*

93% of the consumers we surveyed indicated they **would consider switching insurance for a lower rate**. In an increasingly expansive competitive landscape, it pays to understand how premium costs impact customer retention. Intouch Insights can help with operational audits as part of a comprehensive customer experience solution set. Let's chat!