



An Unbeatable Customer Experience

Strategies to Elevate the
Insurance Sector's CX

ATENTO

WHITE PAPER

00 | Introduction: Customer Experience in the Insurance Sector

Many might assume the insurance sector is static with limited room for innovation. But that's far from the truth. The digital transformation wave has touched every facet of life, and the Insurance Sector is no exception. With technology, companies can access vast information, understanding their customers profoundly. This insight paves the way for offering a diverse range of products and services tailored to specific needs. Adapting new CX strategies isn't just an opportunity—it's essential to stay competitive.

Indeed, customer experience plays a pivotal role in gaining an edge over competitors. As the insurance industry starts embracing CX innovations, it's the ideal time to make strategic decisions that place your business at the forefront.

Prioritizing CX is a necessary strategic decision. It is important to keep in mind that:



A customer is willing to pay about 20% more for a product or service if their customer experience has met their expectations.

**According to Hubspot data. de Hubspot.*

A U.S. study revealed that poor CX results in customers spending less, translating to nearly a 3% loss in revenue .

* PwC data

SECURITY

COMFORT

PERSONALIZATION

For an insurance company, the core offerings should encompass security, comfort, and personalization. The aim? To assure customers at every touchpoint that the company understands and can cater to their needs. This requires a solid CX strategy and collaboration with experts who can optimize each phase of the customer journey.

*Remarkably, consumers from countries like Brazil, Colombia, and Japan, among others, are quick to shift brands if their experiences aren't personalized. (Twilio study data)

Digitalize and Simplify

In today's remote-working era, customers prefer online solutions. Minimizing complex procedures and maximizing automation are crucial.

Always-On Communication

Beyond regular business hours, brands must offer instant, valuable communication, especially during initial interactions. Tools like chatbots or conversational platforms, armed with data, can provide timely and meaningful interactions.

Clear, personalized, and proactive communication

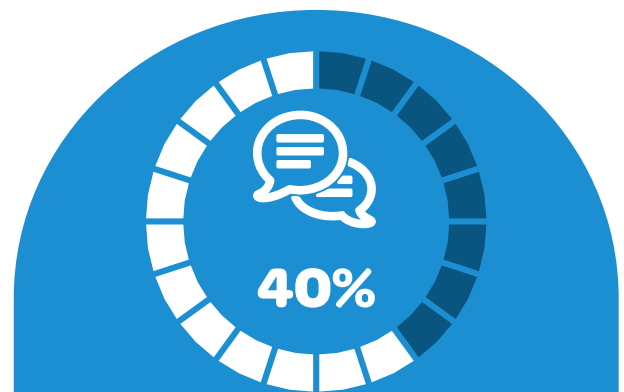
In today's dynamic market, customers not only expect but demand tailored services that cater directly to their unique needs. For companies within the insurance industry, this bespoke approach often translates into offering customized policies that resonate with individual preferences and circumstances. The key to delivering this level of personalization? Adopting a robust omnichannel strategy.

When businesses embrace omnichannel experiences, they ensure that regardless of the touchpoint—be it through a mobile app, website, or even direct interaction—all customer data remains centralized. This centralization ensures consistent, high-quality, and personalized communication across all channels. The result? Customers feel valued, understood, and an integral part of the brand journey, relishing the comfort and convenience that comes with such holistic interactions.

When the consumer purchases a product, their connection with the brand intensifies. They expect the brand to be present ubiquitously, in a seamless omnichannel manner.

*Digital CX Talk: Evolution through remote work - Aarón Zoreda, CIO at Atento Mexico, CX Day Mexico 2021.

It's not enough to wait for the customer to reach out; brands must initiate regular and meaningful communication. Employing innovative tactics, such as up-selling and cross-selling strategies, can further enrich these interactions



Interestingly, over 40% of customers claim they haven't interacted with their insurance provider in over a year.

Seamless Feedback Mechanisms:

Feedback is the lifeline of continuous improvement. Implementing automated channels where customers can effortlessly voice their opinions achieves two critical objectives. First, it gives customers a platform, reinforcing their significance to the company. Second, it furnishes businesses with invaluable insights, which can drive enhancements in products, services, and interactions. Clients cherish brands that not only listen but also address their concerns and queries.

In a 2022 study spearheaded by Medallia—a front-runner in CX management—it was revealed that companies at the forefront of customer experience, in the USA, Canada, Mexico, Argentina, Colombia, the UK, Germany, France, Spain, New Zealand, Australia, and others, reported remarkable growth. Specifically, organizations excelling in CX had a staggering 26 times higher likelihood of witnessing at least 20% revenue growth in the previous year compared to those lagging behind.



02 | ATENTO Solutions

At Atento, we are at the forefront of merging technology and human touch, tailoring solutions for the insurance sector that prioritize both profitability and sustainability. We don't just offer products; we consult, we listen, and we collaborate to ensure your digital strategies are optimized. Our secure, data-driven solutions are geared towards automating processes, enhancing self-service, and ultimately elevating overall customer satisfaction. Whether it's customer service, sales, back office tasks, or technical support, our solutions are adept and versatile.

Our commitment to real-time, omnichannel solutions is unwavering. We understand the importance of agility and control in today's fast-paced digital world. By marrying automated processes with the prowess of Data Science and the expertise of our team, we're able to create strategies that push conversion rates higher than ever before. Our integration of digital marketing techniques with leading CRM BPO tools further amplifies our efficiency.

B2B Sales

Our expertise in consultative sales, paired with thorough analysis, results in creating transformative customer experiences. We're all about timing, ensuring we present the most compelling deals when they're most relevant. Our team, brimming with top-tier talent, specializes in lead conversion, adept portfolio management, and hands-on field sales support.

Digital Sales

Sales efficiency is our mantra. We juggle both traditional and digital sales strategies, harnessing Data Science's power to bolster conversion, drive down costs, and amplify the customer experience at every turn.

Cross & Up-Selling

Our strategies are rooted in a deep understanding of consumer habits. By crafting both inbound and outbound digital campaigns, coupled with our service consulting and Data Science, we tap into current customer interests and needs. Our aim? To seamlessly introduce additional products or services that elevate their experience with your brand.

Embracing these strategies, fostering transparent and optimized communication, and partnering with Atento's expertise, you're setting the stage for enduring relationships. Customers won't just return; they'll become brand advocates, drawing in a new wave of clientele.

Atento

Reach out and step into the
future with Atento



Chat with our
team



Visit our Web Site



contacto@atento.com



www.atento.com



Atento



Leading
Next Generation CX