

Elevating the insurance customer experience

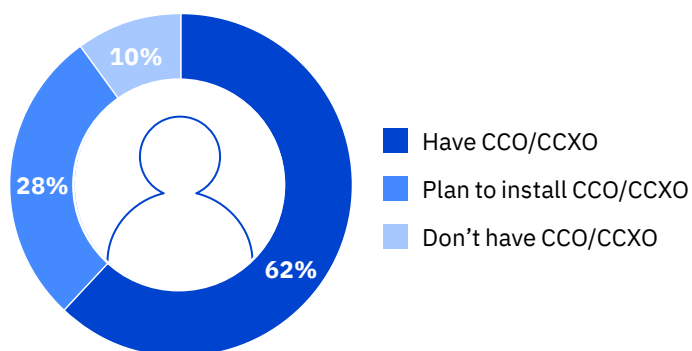
Win hearts and minds with data and AI



While insurers have begun to recognize the importance of customer experience (CX)...

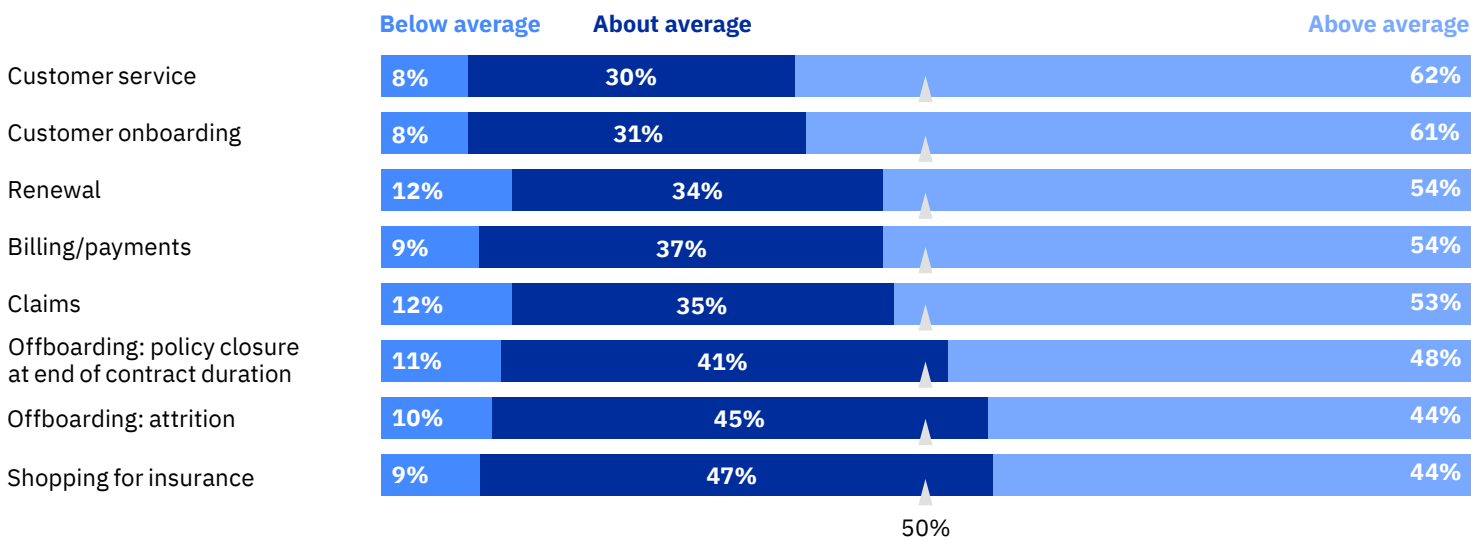
90% of insurers see the need for a Chief Customer or Chief Customer Experience Officer

Q: Does your organization have a Chief Customer or Chief Customer Experience Officer?



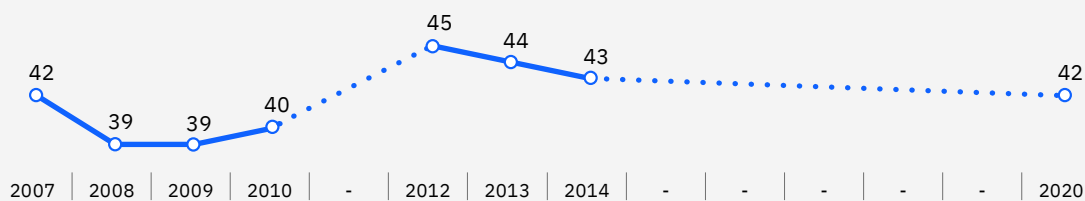
... they are vastly overestimating their CX progress.

Q: How do you rate your LoB's CX compared to your competitors?



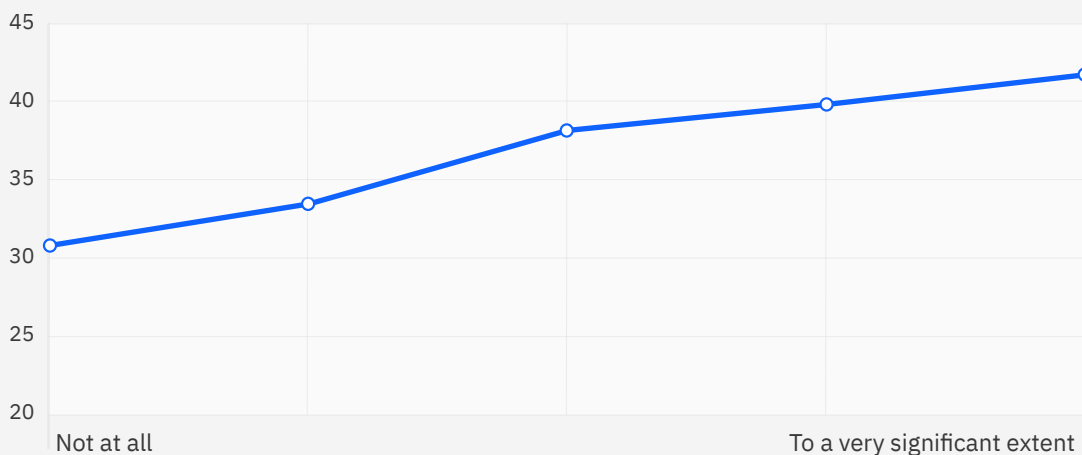
Insurers can overcome the trust barrier and improve CX...

Q: What percentage of consumers trust the insurance industry?



...by continuously improving their customer understanding using AI.

Q: To what extent is your LoB using customer sentiment analysis?



Considering the ongoing global pandemic, leading insurers need to rethink traditional CX approaches to drive recovery in a “different normal.”

To learn more, visit ibm.co/insurance-cx

[Learn more](#)

IBM Institute for Business Value



© Copyright IBM Corporation 2020. IBM, the IBM logo, and ibm.com are trademarks of International Business Machines Corp., registered in many jurisdictions worldwide. Other product and service names might be trademarks of IBM or other companies. A current list of IBM trademarks is available on the web at "Copyright and trademark information" at ibm.com/legal/copytrade.

Source: IBM Institute for Business Value CX Executive Survey 2020

43036143USEN-01