

[Print](#) [Close](#)



Customers happy to research and buy online, reveals benchmarking

Insurance Age | 25 Jun 2009

- Tags:

Advertisement



Almost three quarters (72%) of web savvy insurance customers use the internet to generate a quote and two thirds (65%) go on to buy policies online, but only one fifth want to make a claim online, according to new research from Global Reviews, the customer experience benchmarking company.

According to the company, insurance websites have dramatically improved over the past 12 months. It claimed that this was due to companies adding more content and utility to reassure prospective customers of their service, answer specific questions about policies and provide quotes and an application for the policy. However, Global Reviews' latest survey of 1,000 consumers revealed that not all tasks were suited to the web.

While every person surveyed used the internet for some elements of the

insurance process, only 27% said they used the web to ask a specific question about the coverage and 46% said they would still use the call centre or branch for these questions. With only 22% of respondents wanting to make an insurance claim online, the survey suggests that while this would save some money from the call centres, over three fifths (62%) of customers would still pick up the phone when making a claim. Interestingly, 6% or less used the branch for these activities.

Global Reviews' latest Insurance Website Benchmark also found that while all providers received reasonable scores for their sales support, quote and online applications, the quality of the claims information online varied significantly. It suggested that insurance providers should look to Lloyds, Direct Line and LV for examples of good online claims information, as they received the highest score for this category in the benchmark.

Bertie Stevenson, director of Global Reviews, said: "The research shows that even the most web savvy insurance customers still prefer to do some things in person. It seems that consumers just don't yet believe that some activities will be as quick and easy to achieve online and, regarding some providers, they are quite right."

[Print](#) [Close](#)

© Incisive Media Ltd. 2008. Incisive Media Limited, Haymarket House, 28-29 Haymarket, London SW1Y 4RX, is a company registered in the United Kingdom with company registration number 04038503