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From text to what's next

Closing the Care Gap: The Insurance Industry Factor



Overview_

TODAY, AS CUSTOMER SERVICE, MARKETING AND INFORMATION TECHNOLOGY CONVERGE, THE CONSUMER EXPERIENCE BECOMES THE FOCAL POINT FOR ORGANIZATIONS, CREATING A BREEDING GROUND FOR ENGAGEMENT AND LOYALTY.

In this ripe arena of connection, the ability to demonstrate “Care” is the magic quality that enables the relationships between brands and consumers to thrive. Skillful communications and effective use of technology accelerate the process. Because of its power to reach consumers at the time, in the place and in the manner they want to connect, mobile devices have emerged as a powerful resource to help businesses achieve their strategic objectives at the crossroads of service and marketing.

A global survey of customers and businesses, *Identifying the Care Gap in Business-to-Consumer Engagement; A Study Of Perceptions, Reality And Consumer Preferences In Mobile Communications*, explores the terrain of “Care.” It documents the territory between businesses’ perceptions about the level of Care they think they provide and the reality of consumer experiences. The results indicate an enormous gap. The report also identifies consumer preferences for mobile communications and businesses’ mobile messaging practices.

THE CARE FACTOR_

BELOW AVERAGE RATING;
ROOM FOR IMPROVEMENT

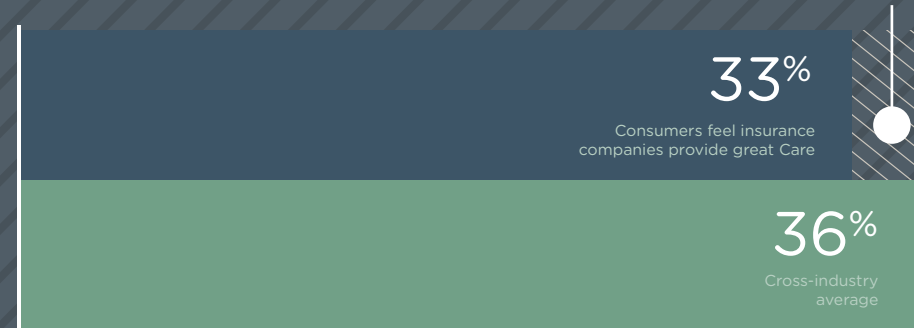
The survey examines consumer perceptions in specific industry sectors, including insurance, healthcare, retail, financial services and telecom/cable/utility. Most consumers do business with some or all of these types of business, and these companies have growing needs to cultivate enduring brand relationships with their customers.

When measuring the Care Factor across all industries – how well consumers think businesses Care on a scale of 1-10 (10 = Cares a tremendous amount; 1 = does not Care at all) – only 36% rate companies an 8 or higher. When asked whether insurance companies Care about them, 33% of consumers give the sector high scores.

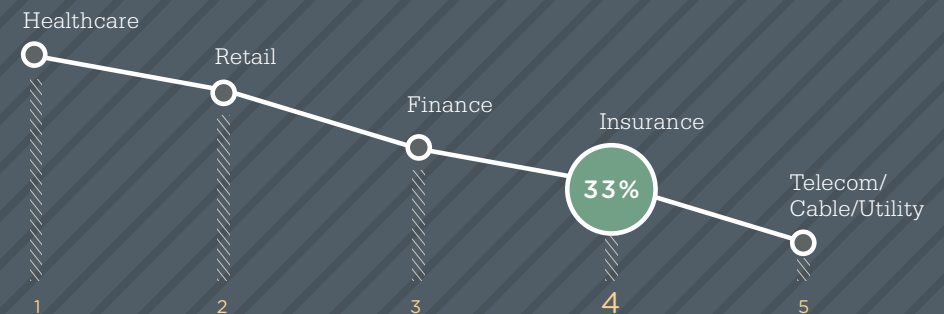
Compared to other industries, insurance operates 3 points below the average, placing it behind all measured industry sectors except telecom/cable/utility companies. With only one-third of consumers feeling the love, there is significant room for improvement. Some 67% rate the industry 7 or lower, with 38% of those awarding insurance companies a rating of 5 or less.

INSURANCE

3 points below cross-industry average



INDUSTRY RANKING



COMMUNICATIONS PREFERENCES_

EMAIL AND TEXT RULE!

Consumers want insurance companies to primarily use email and text messages in their mobile communications strategies. This approach applies to notification about claim status/ insurance information and changes in coverage. When reporting or submitting a claim, phone calls also play an important role. The survey showed that consumers do not prefer insurance companies to communicate with them via push notifications, apps, social media and games.

INSURANCE: CONSUMER PREFERENCES FOR MOBILE COMMUNICATION

■ PRIMARY PREFERENCE
 ■ SECONDARY PREFERENCE

CONSUMER PREFERENCE	SITUATION	PREFERRED METHOD OF COMMUNICATION							
		EMAIL	TEXT	CALL	PUSH	APP	SOCIAL	GAME	NONE OF THESE
58%	Claim status/insurance info	47%	28%	16%	3%	4%	1%	0%	0%
49%	Reporting/submitting a claim	44%	21%	25%	2%	5%	1%	0%	1%
41%	Change in coverage	53%	21%	16%	5%	5%	1%	0%	0%
2%	Other								
26%	Do not want an insurance company to contact via mobile								
	An insurance company has previously contacted me this way	52%	24%	58%	7%	21%	13%	6%	5%

EXECUTIVE SUMMARY FROM FULL REPORT_

By better understanding the disparity between businesses' and consumers' perceptions about Care, as well as how to best connect with customers through mobile platforms, companies can close the divide that inhibits the creation of brand loyalty. Because the study indicates 86% (across all industries) of those with mobile devices are open to connecting with businesses this way, there are clear opportunities to engage via mobile. Significant findings from the full version of *Identifying the Care Gap in Business-to-Consumer Engagement* include:

For a full copy of the report, visit:

[Identify the Care Gap in Business-to-Consumer Engagement](#)

SIGNIFICANT FINDINGS INCLUDE:

1

The Care Gap: Only **36%** consumers report that businesses do a great job providing Care, while **73%** of businesses think they Care well for their customers. This discrepancy reveals an eye-opening **37%** gap in the Care quotient between what businesses think and what consumers actually feel.

2

The Mobile Satisfaction Gap: When looking at consumer satisfaction with mobile communications, in every category surveyed (SMS, email, phone calls, apps, push, social media and games) businesses predict higher scores than consumers allocate. Altogether, there is a **20%** gap between the way businesses and consumers rate satisfaction with mobile communication methods.

3

Mobile Preferences: Together, SMS and email dominate consumer preference for mobile communication with brands. Phone calls/voicemail messages fall into third place. Further down the scale: apps, followed by social media/sponsored posts, push notifications and games.

4

The Privacy Fallacy: There is a myth in the marketplace that due to privacy issues, a greater number of consumers do not want to interact with businesses through their mobile phone. Only **14%** of customers say they don't want to be contacted on their phones -- primarily because of privacy concerns -- creating clear opportunities to reach **86%** of consumers who possess mobile devices. Yet the survey also found only **58%** of companies use mobile as a platform to engage with consumers.

ABOUT_

METHODOLOGY

Millward Brown Digital surveyed a collective **1,650** mobile phone owners/users over the age of 18 in the following countries: the United States, the United Kingdom, and Australia. Within this group, **1,100** adults (18+) currently have an account or interact with a company in the retail, healthcare, financial services, insurance, and/or telecom/cable/utility industry. An additional **550** adults (25+) represented businesses, and work in a customer service/marketing role or higher within the accounting/finance, healthcare, human services, insurance, retail, telecom/ cable/ utility, and/or tourism/travel industries. The research was fielded between September 12, 2014, and September 16, 2014.

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Mblox is the largest Application to Person (A2P) mobile messaging provider in the world, trusted by more companies to carry their mission-critical traffic than any other service. As the industry's most experienced Tier One SMS aggregator, we provide reliable, uncompromising connections and create positive brand experiences that transform numbers into profitable relationships.

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