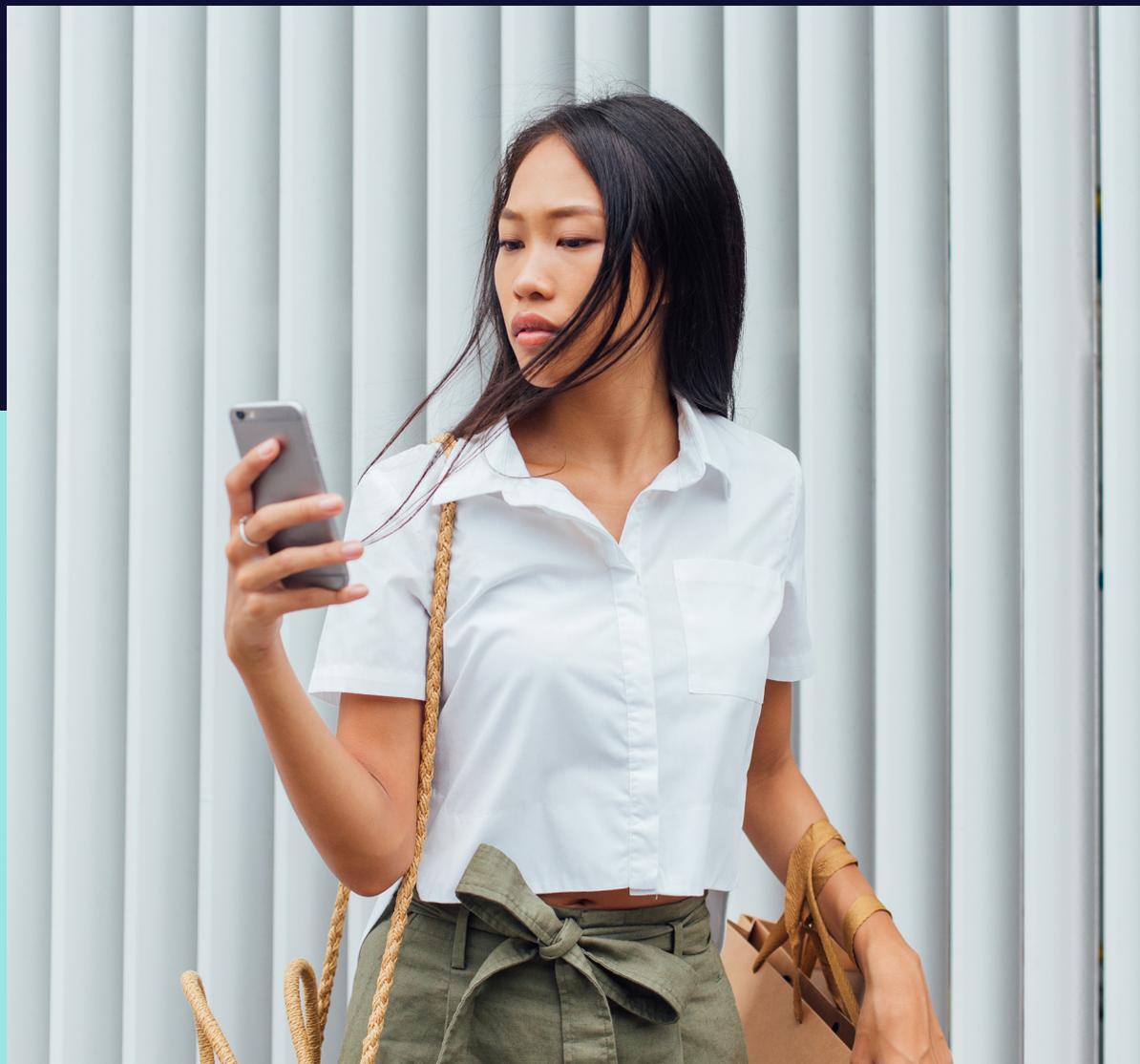


# Transform insurance CX with mobile messaging

How SMS, MMS, RCS and  
Apple Business Chat can help  
you create efficient, empathetic  
experiences that drive up profits



# Make up for lost time

Brands across the insurance industry know the time has come to put the customer experience (CX) first.

But there has been slow progress to date. In Forrester's 2019 US Customer Experience Index, the percentage of insurers with CX scores in the 'good' category was just 17%, with 65% in the 'OK' category.

It's time for insurers to offer customers the type of seamless, efficient and empathetic service that leads to customer loyalty and advocacy, slashed operating costs – and even a reduction in claims.



## **Tap into mobile messaging's potential**

Mobile messaging is a critical component in this transformation.

We surveyed 4,000 consumers and 600 CX leaders on the importance of mobile messaging. Here's what we found:

### **Ideal channels for brand interactions, according to consumers**

1. Email – 54%
- 2. Mobile/SMS messaging – 41%**
3. Store/Face-to-face – 35%
4. Social media – 24%
5. Call center – 16%
6. Branded mobile app – 16%
7. Messaging app (like WhatsApp) – 16%
8. Chatbots – 8%

## **The most empathetic channels, according to CX leaders in financial services**

- 1. Mobile/SMS messaging – 56%**
2. Social media – 46%
3. Store/Face-to-face – 38%
4. Email – 38%
5. Messaging app (like WhatsApp) – 32%
6. Branded mobile app – 25%
7. Call center – 18%



**Check out the Empathy in the age of AI study  
for financial services brands**

[Download now](#)

Email still scores highly among consumers but it's only effective for certain kinds of communications – when urgency and experience aren't so important. In fact, our research reveals that email doesn't work for most of the transactions consumers deem essential for good CX.

Apps aren't the answer for most insurers either. In consumers' eyes, there are usually too few interactions to justify the download.

Mobile messaging on the other hand is a channel everyone is comfortable with. After all, 98% of mobile messages are read, 90% of them within three minutes. (The open stats for emails, on the other hand, are nearer 20%.)

By turning to the right mobile messaging solutions provider, you can expect to solve a wide variety of customer problems, build empathetic relationships, and deliver instant ROI. More specifically, you can:

- Roll out more engagement initiatives – faster
- Speed up claim processes
- Increase revenue-generating opportunities
- Improve empathetic bonds and customer loyalty
- Protect and grow brand value
- Reduce IT cost and complexity



## Stay close to everyone

Mobile messaging is universal too. You're catering to the needs of your older customers who might be less comfortable with apps, and your customers who want to do everything on their mobile.

Plus, SMS and MMS (Multimedia Messaging Service – SMS with pictures) are only the beginning. By investing today, you're investing in the future of image and video-rich, interactive mobile messaging.



### Rich messaging is here

Rich messaging delivers video-rich, interactive, app-like experiences via the mobile inbox. On RCS for Android phones, or Apple Business Chat for IOS. More on this later...



## Three huge messaging opportunities for insurers

Mobile messaging gives you new opportunities for easy, effective customer interactions that drive loyalty. And it helps to automate inefficiencies out of processes, lowering the costs of underwriting, acquisition, service and compliance.

In this guide we'll look at five empathetic moments that benefit customers and insurers alike.

But first, let's look at a few of the biggest, most urgent opportunities for mobile messaging in insurance.

### **Simplify the underwriting process**

The underwriting process can be complex even for insurers. For prospective customers, it can be so frustrating it stops them in their tracks.

That's why it's one of the biggest growth areas for SMS messaging. By swapping long forms for a series of mobile message interactions, you lower the barriers to engagement – in a big way.

From messaging-based quotation processes to alerts and reminders, automated workflows can make it easier for customers to start (and finish) the underwriting process in a simple, convenient, more immediate way.

And the benefits of a smoother path to purchase are clear. A Deloitte study on life insurance underwriting suggests that “the likelihood of prospects buying a policy once they apply rises from about 70 percent to nearly 90 percent<sup>1</sup> as the underwriting and application process gets closer to real time.”

### **Help customers stay safe**

Every insurer wants to help customers avoid situations that lead to claims. SMS can help you make great headway here.

Alerts and preventative tips help customers protect themselves and their property from harm. For example, weather alerts can warn homeowners of potential flooding when heavy rains are forecast. Or they can keep skiers off the slopes when the risk of avalanche is high. You can offer advice to customers who are traveling to various destinations, or even tips on how to keep pets healthy and away from the vet.

There are myriad examples of situations in which insurers can help customers throughout their lives – building relationships and affecting behavior in the process.

1. <https://www2.deloitte.com>

### **Make claims more convenient and transparent**

Building relationships and processing claims quickly, accurately and efficiently is great for CX – and your reputation. Forrester sums up what the new normal in insurance should look like:

“Out goes word-heavy and meaning-light communications that are barely read and less understood; in come natural conversations that enable both parties to see and manage risk together. Out goes infrequent engagement; in comes perpetual engagement that gives customers insights, tools, and frames of reference. Out goes complex, opaque claims response and fulfillment; in comes rapid and informed response and fulfillment to turn collective risk management into customer affinity. This is the new bar. If you can’t clear it, other firms will.”<sup>2</sup>

[2. https://go.forrester.com](https://go.forrester.com)



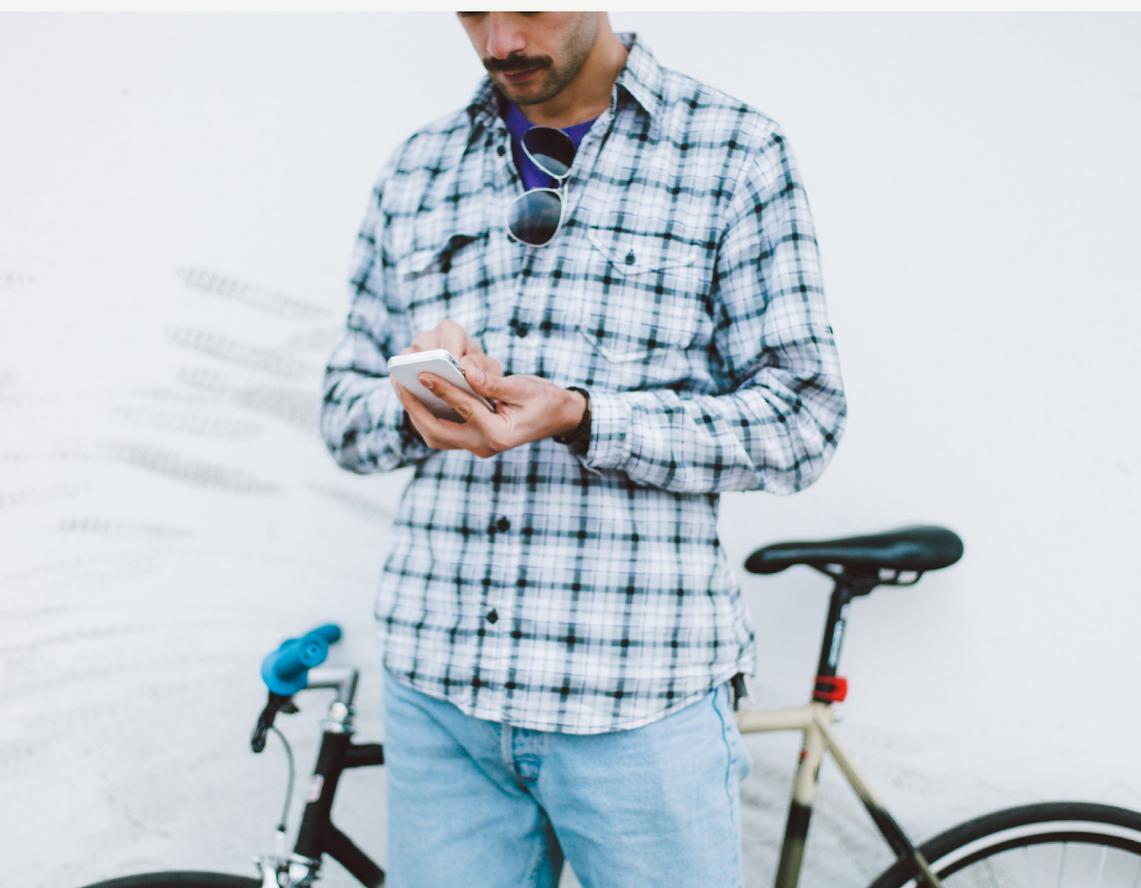
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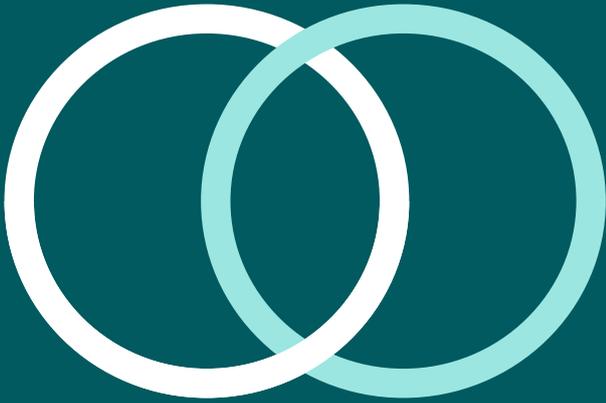
There's one channel that can facilitate "natural conversations", "perpetual engagement" and "rapid and informed response and fulfillment":

Mobile messaging.

This might be when you give your customers the ability to take a picture of their damaged property and send it to you. Or when they're stranded abroad with no data or WiFi, but they can still make a claim on their travel insurance because they can send an SMS.

But claims, underwriting and keeping your customers safe are just three examples of messaging use cases. There are dozens more throughout the insurance customer lifecycle.





## Empathy made effortless™

At OpenMarket, we help brands create what we call Empathetic Interactions with their customers. That means seizing the countless invisible opportunities to surprise and delight your customers by giving them information, engagements, experiences and alerts that they will value at precise moments in exact places.

It's about using what you know about the individual and the situation they're in – then anticipating what will make them happy. When their needs and yours can be met in a single moment, Empathetic Interactions become truly valuable.

OpenMarket's multi-channel messaging platform, indigo, makes it easy for your people to create Empathetic Interactions without relying on IT's help.

Templated campaigns, best-practice insights, AI, and a direct connection to the world's best global messaging network help you deliver the right conversations, on the right channels, at the right time.

[Find out more](#)

## The moments that count

At OpenMarket, we deal in empathetic moments. These are times when mobile messaging helps make your customers lives just that little bit easier.

We classify empathetic moments into five groupings. Here we list out how these moments can be taken advantage of by insurance brands like yours.

### **1. Delivery and confirmation moments:**

Alert your customers to changes in delivery status and adapt to their schedules.

- When a customer submits a claim, let them know it's gone through with a confirmation text.
- Keep auto insurance customers updated after a vehicle accident – from confirming a repair slot at the garage, to updates on the delivery of the car back to their driveway.

## 2. Engaging and reminding moments:

When you message your customers in moments that matter – whether they've forgotten something, need information, or would just benefit from some care and attention.

- When a customer's policy is up for renewal, improve retention rates by sending a mobile message with a link to a dedicated and simplified renewals page.
- Immediately after car accidents, let your customers take a quick picture of the damage and send it to you via MMS.



### **SMS for premium payment reminders**

**Late and forgotten payments were costing a health insurer we work with. Policies were lapsing, customers were enduring hassle, and business was being lost. All of this was avoided thanks to simple, automated mobile message reminders.**

## 3. Authenticating and protecting moments:

When you improve your customers' security with two-factor authentication, reminders and alerts.

- Payment authentication messages reach customers cost-effectively and reliably, even when they're out of the country, or out of data and WiFi range.
- One-time passwords sent via text are an easy and reliable form of two-factor authentication.

#### 4. Listening and enabling moments:

When you give customers the chance to offer feedback in the simplest way, and the freedom to self-serve.

- Simple surveys can be messaged out instantly after customers sign up or make a claim. Unsatisfactory responses can then be flagged for proactive attention – before customers take to social media or pick up the phone.
- When a customer needs to update their personal information after a claim, an automated message can prompt them and make the process easy.

#### 5. Sales and marketing moments:

Accelerate the purchase process by removing barriers and offering well-timed incentives. For example:

- If you're insuring someone for their car and home, you may want to text them to let them know about your car-home-boat policy – maybe even with a text-to-quote offer.
- SMS is also great for loyalty discounts and incentives – for example, offering discounted rates to encourage long-term customers to extend their coverage.



#### Don't forget employee comms

Too many companies let internal comms play second fiddle to their external comms. But messaging has an important role to play in keeping your employees engaged too.

### **It's time for rich messaging**

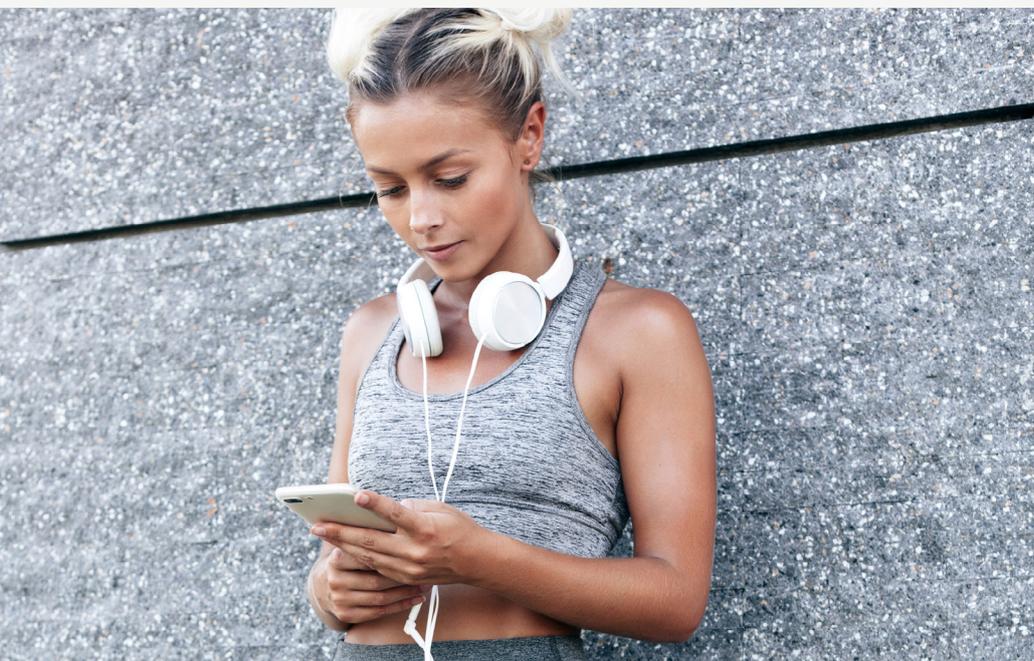
Mobile messaging is no longer just about text. Apple Business Chat and Rich Communication Services (RCS) messaging for Android represent the future.

They deliver video-rich, app-like experiences via the same messaging inbox we all look at dozens of times a day. All the benefits of an app without the need for a download.

For the less digitally savvy, rich messaging can even be easier to interact with than an SMS. Instead of the 'press Y for yes' that is common in SMS, a yes button can appear instead. Sending images of damages and completing an interactive First Notice of Loss (FNOL), for example, couldn't be easier.

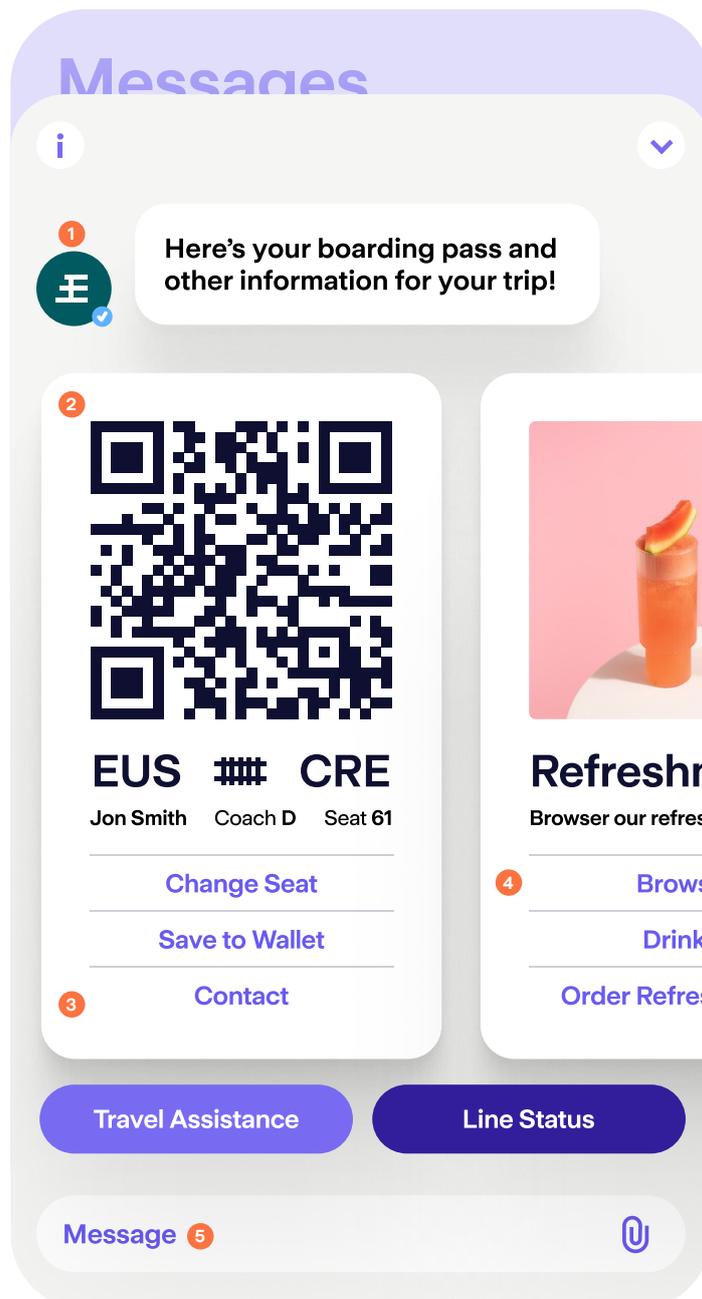
RCS also offers improved data collection, including delivery receipts, read receipts and engagement tracking.

The key is to find a provider that makes it easy for you to send messages on SMS, MMS, RCS or Apple Business Chat, depending on what format your customer's phone accepts.



# Rich messaging

- 1 Verified sender ID and branding for security and peace of mind
- 2 Rich card carousels for dynamic content and swiping functionality
- 3 Suggested actions like initiating call, open browser/map or adding calendar entry
- 4 Suggested replies to help move the user through the interaction
- 5 Engagement data such as delivery/read receipt and engagement tracking



## Branded Messaging

One of the key draws of rich messaging is the ability for insurers to prove their identity to customers via their brand. Registration of RCS channels is strictly controlled by mobile operators. So it's almost impossible for fraudsters to imitate messages.

Even if you aren't ready for rich messaging yet, OpenMarket offers a branded messaging product that takes existing SMS traffic and "upgrades" the delivery when a capable device is detected, meaning your SMS messages can appear in a branded form. Find more resources on our website.

[Learn more](#)



## What you need to know

Earlier, we said that mobile messaging was a critical part of any insurance CX transformation project – if you do it right.

Doing it right means being able to deliver the right messages in the right moments, anywhere in the world. Even when your customers are abroad and hard to reach, you need to engage them with the information, help and security checks they need.

### **Right time, right message, right place**

Few mobile solutions providers are set up to provide this reliability.

Your provider is only as strong as their network and carrier relationships. The capacity has to be there to deliver huge volumes of messages on a global scale – in multiple languages.

Their network architecture should offer a scalable and highly available platform with no single points of failure or bottlenecks. Look for uptime service level agreements (SLAs) of at least 99.99%.

Relationships and direct connections with mobile operators (the gatekeepers of the messaging ecosystem) are important too. Only three or four mobile messaging providers in the world can claim this.

### **Security and compliance**

You're in a highly regulated industry. You can't afford for mobile messaging to be a weak link in your security chain. Standards are crucial, for example:

- PSD2, FINRA
- ISO 27001 (2013) standard
- Certified by BSI (British Standards Institute)
- GDPR addressed and multiple data center locations

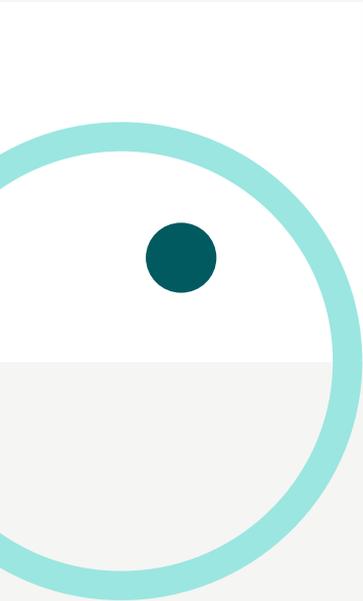
A provider with a long heritage of ensuring secure communications for some of the biggest brands in the world should be at the top of your wish list.

### **Security history**

Find out if the provider has ever had a security breach before – and if so, why?

### **Availability, integrity and reliance**

To protect your customers from data loss, check that the provider's platform has high availability. You'll want to see geographically distributed data centers, so local outages or natural disasters won't knock out the whole network. The network architecture should be scalable, with no single points of failure or bottlenecks. Look for uptime SLAs of at least 99.99%.



### **Safeguards to protect personal or sensitive information**

Providers should have an effective information security management system (ISMS) that provides clear direction on measures like:

- Identity and access management
- Awareness and training
- Audit and accountability
- Configuration management
- Information security governance
- Incident response
- Security operations
- Media protection
- Personnel security
- Physical and environmental protection
- Risk management
- Security development and acquisition
- Network security
- System and information integrity

### **Data encryption**

Data should be encrypted in transit on external public networks – including the internet – using common industry-accepted encryption ciphers and strengths. It should also be protected at rest, by one or more encryption mechanisms.

### **Dig a little deeper**

Mobile messaging security is a huge topic. If you'd like to do more research, start with [The complete guide to secure mobile messaging](#).

[Get the guide](#)

### **Products and platform**

Your partner needs to be a multi-channel mobile messaging operator. Are they an RCS pioneer? Are they approved for Apple Business Chat?

Whether you want to access mobile messaging through an API, or use a messaging platform, multi-channel messaging should be easy. Reporting should be simple too – with intuitive dashboards and visualizations to help you optimize your messaging.

### **Simplicity and service**

Without the right partner, mobile messaging can be complex. With the right partner, it shouldn't be. You might need help with:

- Design and deployment of bespoke messaging solutions
- Building and running campaigns
- Data and analytics consultancy
- Integrating your messaging infrastructure applications
- Migrating SMS short codes with no downtime, hassle or missed messages.



**OpenMarket's indigo is a new kind of mobile messaging platform that makes it easy for non-technical people to set up automated and optimized customer interactions – across SMS, RCS, MMS and Apple Business Chat. Like more details?**

[Discover indigo](#)

## Take your messaging to the next level

If you're looking for ways to improve your insurance customers' experience, think about the mobile messaging use cases we've covered here. The claims and underwriting processes are ripe for disruption.

But there are more opportunities for empathetic moments throughout the customer lifecycle – all waiting to be unlocked by mobile messaging. If you'd like to discuss them, drop us a line. Our experts will be happy to help.

[Get in touch](#)

### **We are OpenMarket**

As an Infobip company, we help the biggest brands in the world use mobile messaging to connect with people in the moments that count. When they need to be helpful and responsive in real time. When customer experience isn't just a buzzword, it's an obsession. We'd love to do the same for you.

