Policyholders Prefer Text Messaging, Increase Customer Satisfaction and Business Efficiency

Customer experience is key to winning in insurance. Faster response times, virtual customer service capabilities, better access to live support and the availability of 24/7 customer service are essential to today’s policyholder. Text and mobile based experiences are the perfect opportunity to increase customer satisfaction and accelerate digital transformation with automated self-service and the reduction of manual processes.

**CUSTOMER SATISFACTION**
Text messaging is preferred. 83% of Millennial policyholders prefer to have a text-first option to engage with Insurers.

**INSTANT RESPONSE**
Text messaging empowered with automation offers instant 24/7 response to common policyholder needs and questions.

**CUSTOMER SERVICE EFFICIENCY**
Automation addresses high volume call scenarios so live resources can focus on complex scenarios and high-value activities.

**BUSINESS EFFICIENCY**
Transform policyholder forms into easy text led mobile experiences and see higher completion rates and reduced errors.

**KEY FEATURES**

**AUTOMATED TEXT MESSAGING**
Offer a self-service option that offers policyholders instant access to the answer, forms or policy information they are looking for.

**ENGAGEMENT TOOLS**
Escalate conversation to live resources and increase productivity with tools available in the engagement console.

**MOBILE FORMS**
Let policyholders review policy information and submit changes, FNOL or claims, from easy text led experiences.

**TURNKEY INTEGRATION**
Integration allows you to securely send data collected in Prompt.io to existing systems in real-time.

**EXAMPLE USE CASE**

Accident occurs
Policyholder texts Insurer for help
Policyholder completes forms via mobile device
Data is synced with existing systems

[Diagram of use case]