

5 key financial benefits

of automation in the insurance contact center

Customer experience is critical for any insurance company looking to increase revenue. Customers demand seamless omnichannel experiences, personalized interactions, and faster time-to-query resolution.



Insurance customers aren't getting the experience they demand:

The customer journey is typically disjointed with **six in ten**¹ insurance customers moving between disconnected channels during pre-purchase.

Enabling contact center automation improves digital customer engagement, which has a direct impact on sales, productivity, and customer satisfaction.

71%²

of consumers expect companies to offer personalized interactions

AI customer experience in the insurance contact center enables tailored service, increasing customer loyalty for higher upselling and cross-selling opportunities.

75%³

of Gen-Z customers prefer self-service options when interacting with a company

By deploying self-service automation, insurers meet customer needs immediately and without interacting with a human agent, increasing their satisfaction, and boosting customer retention.

90%⁴

of consumers prefer a seamless omnichannel experience

Through omnichannel contact center automation, insurers can increase digital customer engagement for improved cost efficiency and higher revenue generation.

87%⁵

of consumers want proactive customer service

By automating timely reminders or claims processing updates, insurers can increase customer lifetime value, increasing the chances for policy renewals and additional product purchases.

54%⁶

of contact centers say increasing operational costs is their top concern

By enabling a data-centric approach, automation in the insurance contact center streamlines processes, prevents costly errors, and keeps headcount low.

Sources: [1](#) | [2](#) | [3](#) | [4](#) | [5](#) | [6](#)

Elevate your communications strategy today

Implement contact center automation through a communications automation provider to adopt an omnichannel strategy to enhance customer interactions, alleviate staffing burdens, and drive higher profitability.

IntelPeer's Communications Automation Platform is **designed with insurance contact centers in mind**, offering a tailored solution that streamlines your processes, increases revenue, saves costs, and delights your customers.



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Are you ready to unlock the power of communications automation with GenAI in the contact center? **Schedule a demo today.**

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