



Chartered
Insurance
Institute



Shaping the future of insurance

elevating the customer experience

Seven Key Takeaways

“ We have seen how the issues that consumers and SMEs face – even with relatively simple products – are demanding and that advice and guidance are critical in ensuring the right kind of outcomes for our customers. If we are to increase public trust in insurance, we must address these issues. Today has shown that we will achieve this via a combination of quality face-to-face interaction, combined with effective use of technology.”

Peter Blanc

Group CEO, Aston Lark
and President, Chartered
Insurance Institute



- 1** When communicating with customers, we need to be better at story-telling – so that customers recognise ‘that’s me’ and buy into what we’re talking to them about.
- 2** We need to focus in-house on upskilling around how we interact with our customers – for example speaking to them in a practical way which helps them truly understand our policies.
- 3** The pandemic has seen us harness technology (eg Zoom and Teams) in many positive ways:
 - brokers are giving quality advice to clients more quickly and efficiently than before
 - advisers to vulnerable customers can hold deeper, richer conversations with secondary earners and carers.
- 4** The FCA’s Consumer Duty is an opportunity to reset standards, to revitalise our customer relationships and to improve trust with consumers – especially around pricing and customer support.
- 5** Consumer Duty is as much about culture as following specific rules. When it comes to diversity, smaller firms may benefit from looking to organisations which provide toolkits to guide you (for example raceequalitymatters.com).
- 6** We are seeing a continued shift from tangible to intangible risks – getting the right cyber insurance can be critical – and quality advice is at the heart of that.
- 7** Home working undoubtedly brings some benefits to most people. But in an open office environment it is much easier to ask others for help and guidance. We don’t want to diminish this opportunity to learn and develop.

For more insights, dip into the on-demand version now, at cii.co.uk/future