

# THE STATE OF: UK INSURANCE CONTACT CENTRES

## AN INDUSTRY SNAPSHOT BY GENESYS



**GENESYS**  
Gold Partner

## WELCOME TO THE AGE OF THE **CONNECTED CUSTOMER**

More than 59 million people in the UK now use a smartphone, creating a landscape where fast, connected, and personalised service is no longer a nice to have – but a competitive essential.

What's more, digital native FinTech's have set a new customer service benchmark. They've shown customers the value of their own data and earned their trust by delivering empathetic omnichannel interactions and flexible self-service controls.

And yet, despite its size, the UK insurance industry is still playing catch up to meet customer expectations:

- ◆ UK insurance contact centres are often 50% larger than the BFSI industry average.
- ◆ Only two-thirds of customers who get in touch via a digital channel will see their issue resolved.

### DID YOU KNOW?

Insurance agent attrition is **SIGNIFICANTLY HIGHER** than the BFSI industry average. While salary may be a factor, many agents are **UNDEREQUIPPED** to deliver the meaningful conversations customers expect.

Only **16%** of customers rate their service experiences with large BFSIs as 'EXCELLENT'.

## OMNICHANNEL IS THE NEW NORMAL

### DID YOU KNOW?

During the initial UK COVID-19 lockdown in 2020:

- ◆ 53% of UK citizens said they were using **AI VOICE ASSISTANTS** more than ever.
- ◆ 41% of UK citizens said it helps them feel like they are **TALKING TO ANOTHER HUMAN**.

By combining digital convenience with the familiarity of human engagement, voice offers an opportunity for insurers to integrate simple service use cases into everyday customer routines.

### REMEMBER

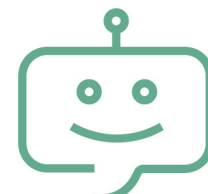
79% of customers are more loyal to organisations that are easy to contact.

Voice calls remain the most used channel for insurance issue resolution. In fact, 57% of insurance companies rely on voice calls for all customer service interactions.

In an age where 76% of people don't want to speak to an agent for simple service tasks - like signing up for a new insurer or checking their premium - an omnichannel approach is essential. That means delivering a seamless, joined-up experience across:



PHONE



TEXT AND CHATBOTS



VIDEO BANKING



AI VOICE CONTROLS

## EMPOWERING MEANINGFUL INTERACTIONS

Insurance calls are often lengthy and emotionally charged, placing pressure on agents to deliver a fast, empathetic resolution. But without the right insights, this becomes an uphill struggle.

By giving your agents a complete customer view and real-time, AI-assisted prompts, they can deliver the meaningful interactions customers crave. But what is a meaningful interaction?

Neil Greathead, Chief Customer Officer at a leading telecoms company, described them as:

- ◆ Two-way, omnichannel, in real-time
- ◆ Relevant, with context, memory and understanding

It's time to give your agents the tools they need to deliver meaningful service experiences across all channels – in the right place, at the right time, every time.

### DID YOU KNOW?

Few customers use the same channel for every interaction, and many appreciate the choice to resolve issues on their own terms:

- ◆ 81% of customers would be **INTERESTED** if organisations offered **DIFFERENT CHANNELS TO MEET DIFFERENT NEEDS**.
- ◆ 79% of customers agree **SELF-SERVICE** puts them in **CONTROL**.



To learn how Genesys can help you unlock more **MEANINGFUL INTERACTIONS**, and embrace a new era of **INTELLIGENT CUSTOMER SERVICE**, please get in touch with IPI today.

### TAKE THE NEXT STEP



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