

# SOLUTION BRIEF

## Clarabridge for Property and Casualty Insurance

As brand interactions across industries influence the standards for customer experience everywhere, property and casualty (P&C) insurers must reexamine their ability to meet the member expectations of today. In particular, there is an urgent need to create convenient and accessible digital experiences, yet an organization's ability to successfully navigate the shift to digital is further complicated by a changing risk landscape.

As new dangers such as cybersecurity threats, economic uncertainty and a global pandemic prompt members to question the value of current offerings, insurers must demonstrate a deep understanding of the member experience in order to develop solutions that resonate. To access the insights that matter, P&C insurers should leverage a speech and text analytics solution to enable informed decision-making and drive growth, efficiency and retention.

### Clarabridge Creates Value Across Business Initiatives



#### **Transform the Member Experience:**

As member expectations continue to evolve, successfully provide the convenience and accessibility that today's consumers demand. Leverage a deep understanding of the member experience and confidently incorporate feedback and interaction data into decision-making to foster retention and growth.



#### **Inform Policy and Plan Development:**

Demonstrate an understanding of the current risk landscape and strategically adapt current offerings to provide members with value. Discover which elements of plans, policies and pricing members like and dislike and explore how current offerings meet consumer needs.



#### **Navigate the Shift to Digital:**

Create personalized experiences, identify digital pain points, and explore the relationship between website performance and the member experience. Improve the user-friendliness of digital options, expand self-service functionality, and reduce effort to effectively engage members via digital channels.



#### **Optimize the Contact Center:**

Invest in agent training and provide transparent evaluation criteria to improve the member experience while increasing efficiency to reduce costs. Monitor compliance, drive sales, and identify member experience insights that impact the entire organization.



#### **Create a Seamless Member Journey:**

Optimize each step of the member journey by pinpointing sources of friction and potential drivers of churn. Analyze feedback on specific journey stages from initial education and onboarding to billing and claims fulfillment to earn loyalty and reduce churn.



#### **Earn Member Trust:**

Monitor emerging trends to identify opportunities and risks. Conduct competitive analysis and evaluate consumer responses to marketing campaigns. Quickly react to crisis situations, develop empathetic responses, and provide an exceptional member experience when it matters most.



## The Clarabridge Difference

Leading property and casualty insurers choose Clarabridge because of its unmatched ability to provide value in the areas that matter most.



**Omnichannel Insights:** With over a hundred data connectors, Clarabridge analyzes and integrates information from across sources to provide truly omnichannel insights. Our AI-powered text and speech analytics platform helps P&C insurers analyze data from calls, emails, chats, social media, digital forums, online reviews, surveys and more.



**World Class NLU and Text Analytics:** Clarabridge's Natural Language Understanding (NLU) engine has been tuned for over a decade to understand customer experience interactions. From member experience and digital innovation to policy development and brand perception, Clarabridge identifies granular insights and filters findings into relevant categories.



**Industry Models and Expertise:** Using industry-tuned hierarchical models, Clarabridge categorizes topics of conversation at scale. From understanding feedback about account setup, website usability and error messages to agent helpfulness, customer service and wait times, Clarabridge can create models related to every aspect of the member experience.



**User-Friendly Reporting:** Users gain access to visually appealing dashboards, making it easy to access, configure, understand and share insights. Add widgets, metrics, filters, alerts and multimedia to leverage data from both structured and unstructured sources. Whether tracking emerging trends, brand mentions, or member sentiment, Clarabridge provides clear displays that inform confident action.



**Interaction Analytics:** Analyze the conversations that occur via calls and chat sessions to gain insight into the valuable data that appears on these channels. Whether monitoring for compliance, improving agent coaching, conducting comprehensive conversation analysis, increasing efficiency or analyzing member experience insights, Clarabridge helps P&C insurers develop targeted strategies for improving contact center operations.

## Actionable Insights from Every Customer Interaction, in One Platform

**About Clarabridge:** Clarabridge helps the world's leading brands take a datadriven, customer-focused approach to everything they do. Using AI-powered text and speech analytics, the Clarabridge experience management platform enables brands to extract actionable insights from every customer interaction in order to grow sales, ensure compliance and increase operational efficiency.

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