



LEVERAGING MESSAGING TECHNOLOGY IN THE INSURANCE PROVIDER INDUSTRY

A Whitepaper by [Cellfind](#)

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USING WHATSAPP TO TAKE YOUR INSURANCE AGENCY TO THE NEXT FRONTIER

Increasing competition, complex market scenarios, and the emergence of disruptive technologies have made it crucial for the insurance sector to look at options for optimizing costs, improving overall accuracy and client convenience, and maximizing returns.

With the help of intuitive WhatsApp solutions from Cellfind, insurance companies can maximize their brand engagement, explain complex products to their customers easily, and enhance their sales and distribution. This will allow insurance companies to shift their focus from mundane tasks to value-added benefits, enabling a move to achieving larger organizational objectives.

WhatsApp for Business from Cellfind extends your engagement with your clients to grow your business and enhance customer interaction.

How?

By providing simple and familiar communication methods making your agents and brokers available on the most common platforms whenever your customer needs them.

With the instantaneous delivery of SMS, the interactivity and personalisation of USSD and the popularity of WhatsApp itself, you are readily available to assist your customers.

Advantages of WhatsApp

- Creating a separate messaging app for your business.
- Easily send WhatsApp messages without having to manage hosting, scaling or constant software updates.
- Building trust through your Business profile and instant communications.
- Easily responding to customers with auto-replies.
- Organizing your customer contact list.
- Promoting your products and rates personally and directly.
- Improve your client interactions and claims management with photos, audio, video, and files to showcase a more engaging customer experience.
- Organize your clients or chats with labels, so you can easily find them again.
- Sensitive information is secure with WhatsApp end-to-end encryption.



WHAT ARE SOME WHATSAPP USE CASES FOR THE INSURANCE INDUSTRY?

These are some of the interactions that will help you delight customers using our WhatsApp solution



Policy
Selection



Generate
Leads



Qualify
Leads



Handling
Queries



Sharing
Quotes



Document
Submission



Alerts and Updates



Re-engagement



Claims
Handling



Special
Occasions



Policy
Renewal



Policy
Cancellation

Icons from: <https://icons8.com/>

WHY TEXT MESSAGE SOLUTIONS FROM CELLFIND ARE BECOMING A NECESSITY FOR INSURANCE INDUSTRY BUSINESSES

Getting the attention of your clients has never been more difficult. If you want to reach them you need to find them where they prefer to be – and today that increasingly means their mobile.

People of mostly all ages are now preferring use their mobile phone as a hub for all their communications, and with instant communication becoming the new norm, email – which was once the go-to medium of choice for direct, electronic marketing – has lost popularity somewhat.

As an insurance agent, SMS marketing helps you tackle two major problems in the industry:

- The very high customer acquisition costs (7 to 9 times higher than in any other industry.)
- The abysmally low retention rate of clients (at least 10% lower) compared to other top companies.

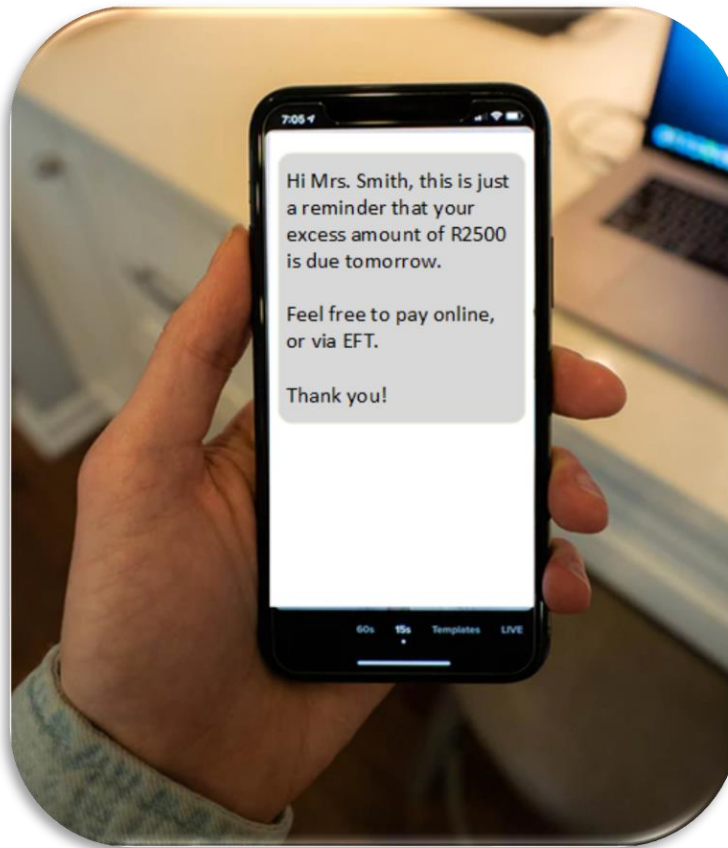
This means that as an insurance agent, you have to work hard not just to acquire more clients but retain them too.

EXAMPLES OF INSURANCE INDUSTRY RELATED TEXT MESSAGES

Policy Payment Reminders

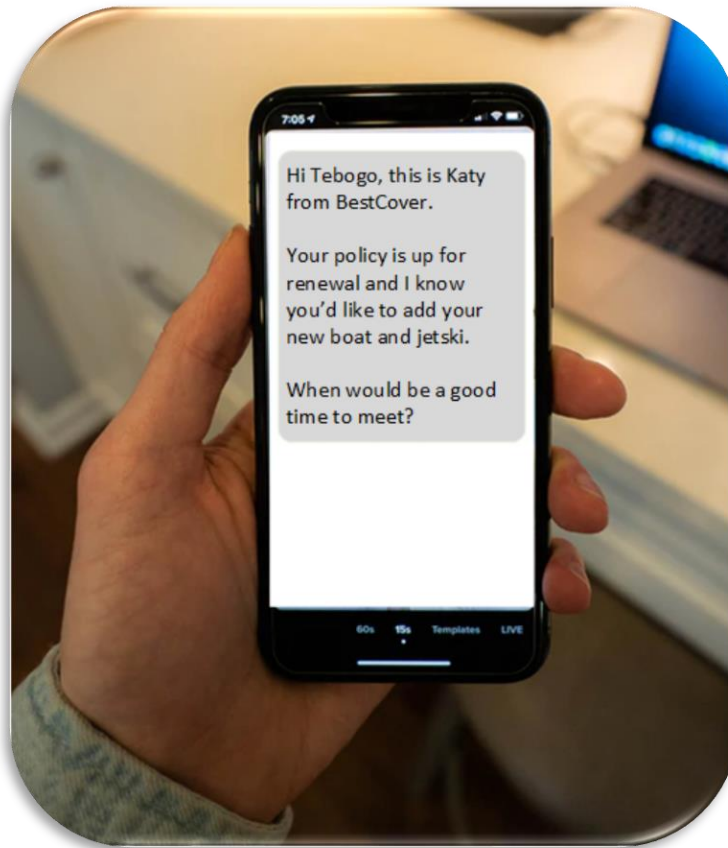
Assist your clients in never missing a payment by sending them automated text reminders before their next payment is due. Another added courtesy would be sending payment confirmations— this added admin task not only protects clients but your agency as well.





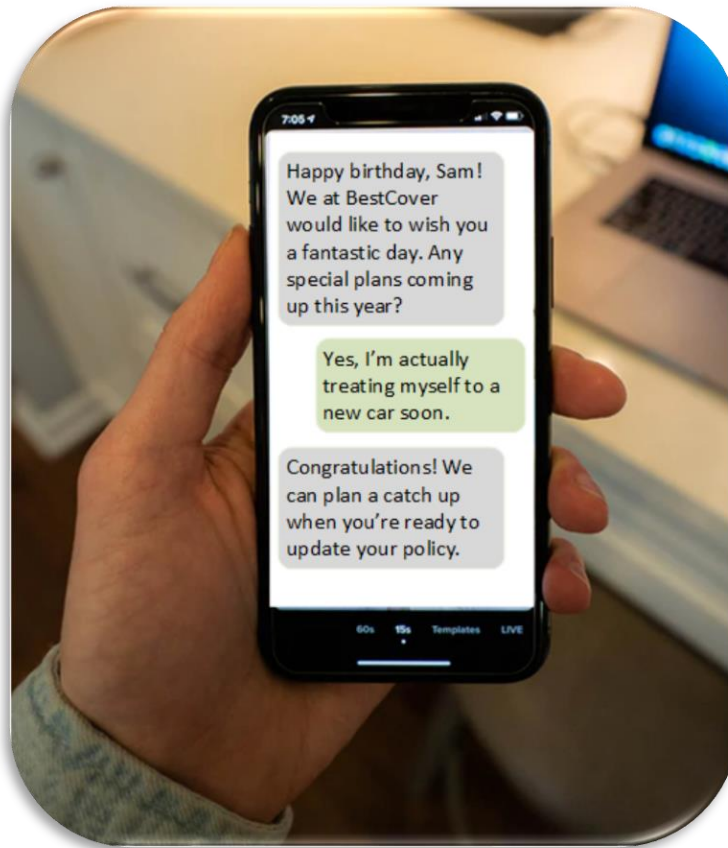
Schedule Meetings and Appointments

Not all queries and applications can be conducted over the phone, especially for some of your larger, corporate accounts. Save time by automating the process of setting up face-to-face meetings and appointments through text requests and by sending text reminders to help cut down on forgotten appointments.



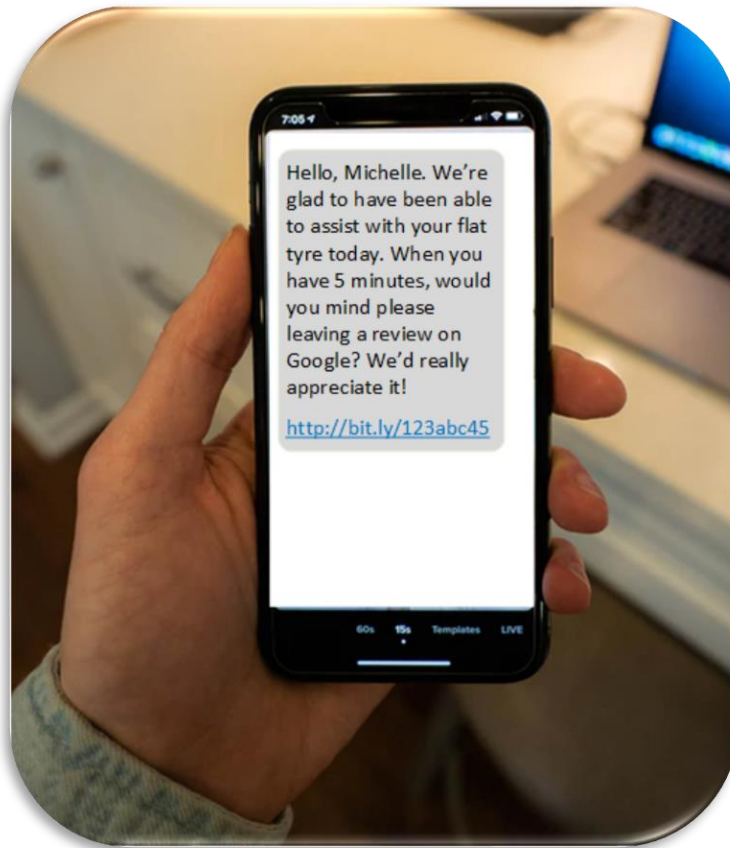
Check in During Major Life Updates

Your client's personal lives will sometimes impact their coverage. By establishing a good rapport with customers, you can stay abreast of these changes by encouraging 2-way communication. Dropping in with personalised messages every now and again will help you stay ahead of the transitions!



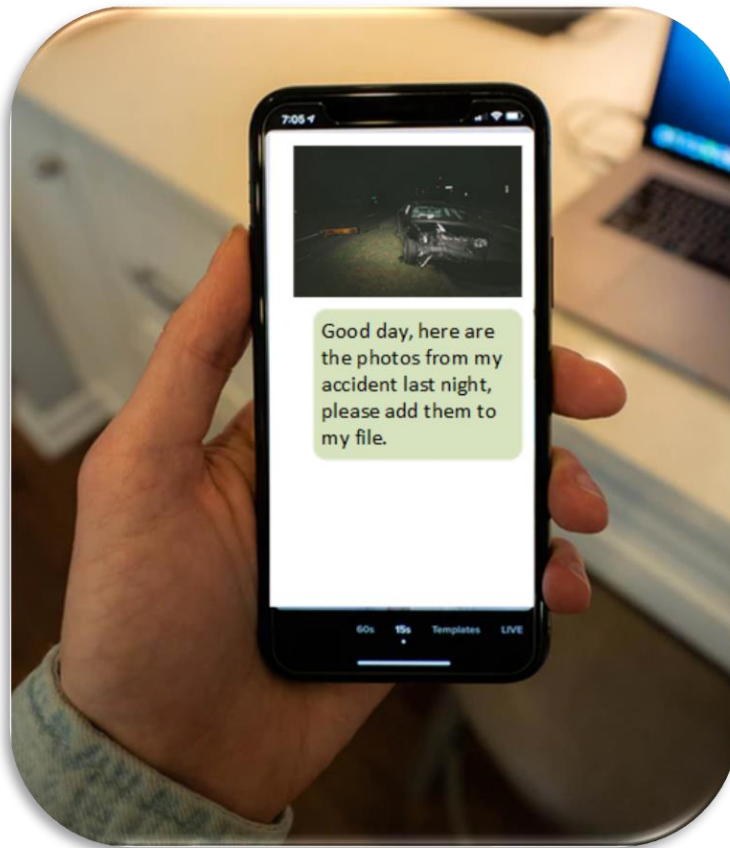
Encourage Customer Reviews

Enticing reviews from customers in an effort to stand out from the competition is easy with SMS. Just follow up the relevant chat correspondence with your request and a link to the site you want them to post the review on.



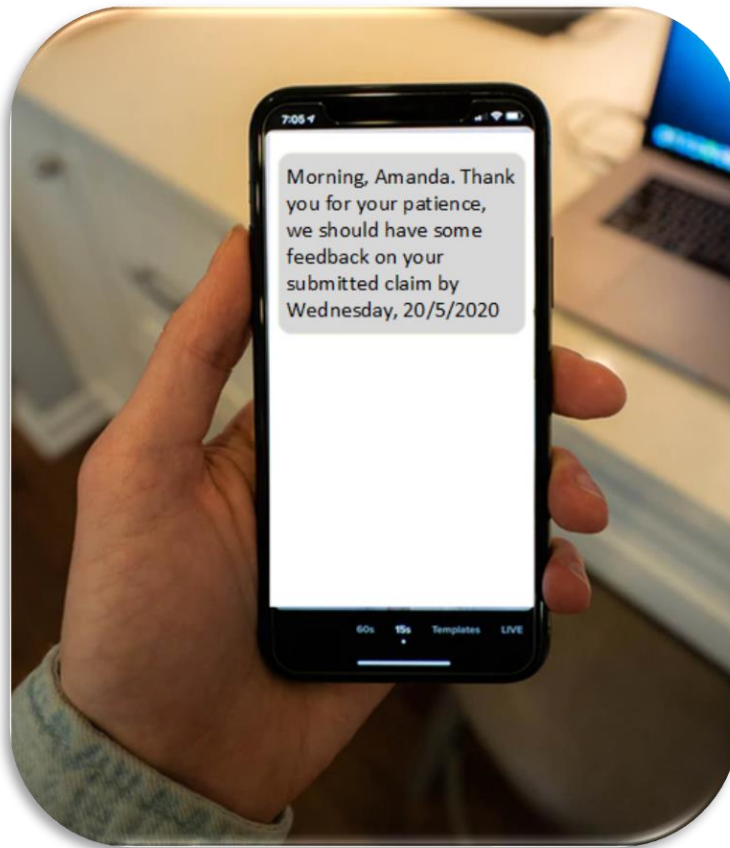
Enable the Sharing of Photos to Make Submitting Claims Easier

If a client has the misfortune of getting into an accident, photos can make the claim process a lot easier for both parties. Allow customers to SMS you pictures while they're still on the scene and you can respond much faster!



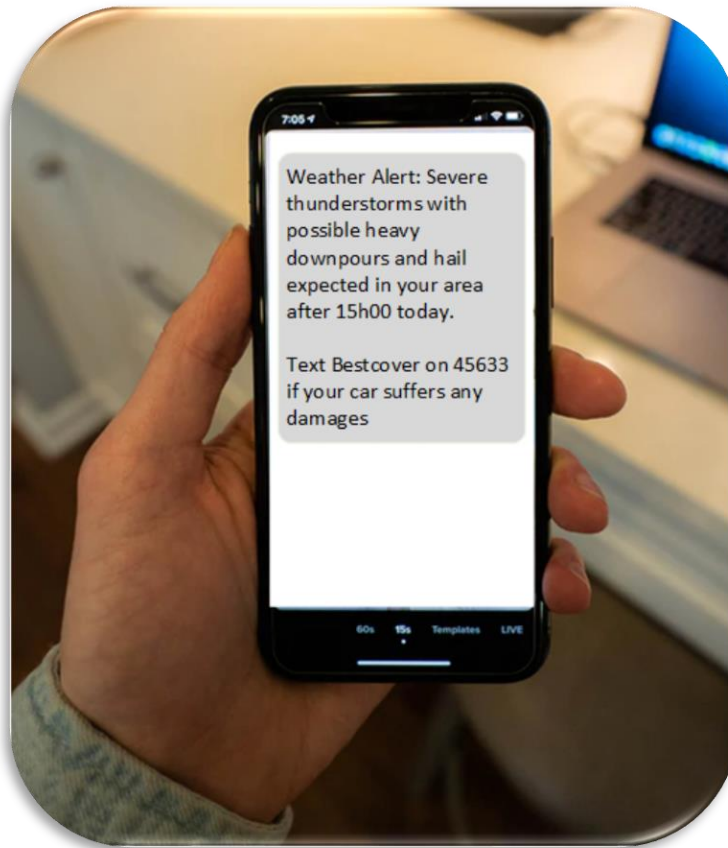
Notification of Settlement Details and Amounts

Waiting to hear back about a claim can be stressful for your clients. Put them at ease by texting them updates and providing feedback throughout the process.



Disaster and Weather Alert Notifications

When considering how assets are protected during a natural emergency, you want to be proactive in trying to make sure everything is done to protect property. Help clients stay safe by sending weather and disaster alerts that keep them informed as well as tips and tricks that can help protect their property.



USING CELLFIND LIVECHAT TO CONVEY TRANSPARENCY AND BUILD RELATIONSHIPS IN THE INSURANCE SECTOR

Trust is paramount when it comes to the insurance sector. People love the price transparency of comparison platforms, for example, but rather than merely opting for the cheapest deal, they want to be reassured that the chosen insurance will actually cover them when they need it. That's why solid customer relationships are so essential.

One of the best ways to gain your customer's trust is to provide fast, personalised and reliable support throughout the whole customer journey. According to a recent Insurance Conversation Study, 91% of insurance holders say that good service would make them more likely to stay loyal.

Let's take a look at how live chat helps you build rapport with your clients and stay competitive in your specific niche.

Reduced complexity

It's certainly clear that the internet is the new insurance marketplace. A 2017 study on behalf of the European Commission confirms that Millennial customers more often buy their insurances online.

Insurance policies can certainly be complex products though, with lots of jargon. A number of questions usually arise before a policy is even considered. A live chat button on your website will allow your web visitor to quickly ask for a rate quote or details on a certain type of coverage.

By connecting your customer with a specialized agent right away, they can choose which topic they would like to talk about before the chat starts, such as claims, legal or general enquiries.

Supports the buying process

While comparison platforms are popular, at the end of the day, potential clients seeking peace of mind want to deal directly with you. Studies have found that customers actually feel more comfortable buying insurance on the insurer's website rather than via a comparison service. What's more, they are likely to purchase from the source that they used to gather detailed information.

Other than cleverly laid out web design and a simple to understand policy overview, live chat is one of the most convenient ways to provide information and resolve questions and doubts directly on your site. It also allows you to help your new client during the online application process, reducing the risk of half-finished applications that never end up being fully processed.

Provide efficient support

With many real-time options at their fingertips, potential customers now expect fast and convenient online support. A Forrester study revealed that 57% of people will leave your website if they don't find the answer they were looking for quick enough. Live chat is an effective way to cater to impatient online buyers.

Using our platform, your chat agents can connect with multiple visitors at once, drastically reducing the first contact time. Message templates allow the team to answer common questions with impressive speed.

A live chat portal like the one Cellfind provides also allows agents to easily escalate issues to supervisors or attach relevant documents, making it easy to keep the conversation flowing and reducing the average resolution time - which in turn cuts your support costs and improves customer satisfaction.



Let your friendly PR Skills Shine

When it comes to arranging insurance, potential clients are looking beyond metrics such as speed and accuracy. In a recent industry study, participants listed empathy and personalization as highly important factors in service conversations.

Since live chat and messaging are widely used in a personal context, seeming affable, warm and courteous will create a pleasant service experience. It's of course not ideal as an insurance company to maintain a stiff reputation.

By embracing the best practices in chat support and leveraging the ease of our dashboard, you will be able to offer top quality service that will result in a personalized and positive customer experience.

To further tailor your service to individual needs, we can optionally customize mandatory fields in the widget before the chat begins, allowing the collection of details like location, device type, age and so on. These insights could then allow your service reps or brokers to personalize the communication style, solutions and offers.

Cellfind is a leading mobile communications company enabling YOU to easily and effectively communicate and engage with YOUR customers through multiple communication channels via one integrative provider.



Communication channels

- ✚ Messaging services: B2B
 - 📱 BULK SMS, USSD, LIVE CHAT, SHORT CODES for mobile messaging campaigns.
- ✚ Value added services: B2B
 - 📱 MOBILE PAYMENTS & PAYSLEIPS which are legally compliant.
 - 📱 LOCATION BASED SERVICES for the approximate location of users and/or incidents.
 - 📱 MOBILE IDENTITY for preventing SIM-swap fraud.
- ✚ Mobile applications: B2B2C
 - 📱 MIASSIST (digital panic-buttons, emergency services, service providers)
- ✚ Omnichannel communication: B2B
 - 📱 FLOWBUILDER enables you to communicate with your customers on their messaging channel of choice to create a unified customer experience throughout all your digital messaging campaigns.

THE CELLFIND VALUE PROPOSITION

Your leading mobile communications partner enabling you to:

- 📱 Communicate and engage with your customers quickly and efficiently, on their preferred device.
- 📱 Deliver your messages on time, every time, at the preferred time.
- 📱 Use the correct mobile partner in delivering your message.
- 📱 Easily leverage and customize our white labelled solutions and market them as your own, without the expense of development costs.
- 📱 Boost your business by adding our products to your digital messaging product lines – Hello resellers!

Cellfind draws on a strong base of technical skills and locally-owned intellectual property to create innovative mobile solutions to a wide range of industries including Insurance Provider services.

Reach out to us at sales@cellfind.co.za and let's chat about how we can be of service.