



QUICK GUIDE

Create a New Phone Call Experience for the Modern Age

Optimized customer contact strategies can transform customer engagement



Insurance is complex, urgent and personal, and although some answers can be found through digital channels or websites, customers and policyholders often rely upon the phone for clear communications regarding specific information and choices. This holds true for making final selections and purchasing a new policy, making changes to an existing policy, and certainly handling a claim.

When it comes to insurance companies communicating with their customers, the telephone is still king. In a recent survey, for example, **86% of insurers** said voice calls represented their most important outbound contact channel.¹

According to a recent TransUnion-commissioned survey, respondents said the phone is their preferred mode of communication when communicating with their auto insurance provider to submit or follow up on a claim (**40%**) and manage an existing policy (**31%**).²

The trouble with phone calls

There's a problem, though: For a host of reasons, people are increasingly reluctant to pick up the phone when someone they don't know calls. In fact, **90% of respondent companies** said customers aren't answering.³ The reasons why are broken down in Figure 1, but the overarching theme is customers often can't tell who's calling or don't trust the name on their phone display is really who's on the other end.

Figure 1. Why aren't people answering their phones?⁴



Calling smarter

That's why a majority (**55%**) of surveyed companies said improving the outbound call experience is one of their top customer experience goals for the coming year.⁵ Also, on average, customers saw a **56%** improvement in answer rates — contributing to insurance carriers' goals of achieving operations efficiencies. One way they seek to do this is with **data intelligence capabilities**. More than **40%** of surveyed organizations were interested in the following types of data about their clients⁶:



Best number to call clients on



Best day and time to reach clients



Up-to-date contact information for clients



Notification of compliance risk (e.g., do not call list)



Intelligence on who to prioritize and who not to call



TransUnion can help

TransUnion TruContact™ communications and contact center solutions can help insurers connect with consumers, enhance the effectiveness of customer contact and engagement, and make the delivery of communication services more efficient. Services include:

- **Caller Name Optimization:** Protect legitimate calls from being blocked or mislabeled, and manage how names appear on calls
- **Caller ID Authentication:** Digitally sign outbound calls to assure customers and ensure the highest level of attestation
- **Branded Call Display:** Personalize the call recipient's mobile screen for a contextual and branded customer call experience
- **Phone and Email Behavior Intelligence:** Identify who to contact, what number to use and when to call – and gain actionable email insights as well

These tools have proven results. One leading US insurance company was having little success cold-calling leads for life insurance sales. It struggled with low answer rates, only to find its outbound calls were being tagged as spam across Verizon, AT&T and T-Mobile, and those who did answer often said they weren't interested.

The company adopted TruContact Branded Call Display (Figure 2) – which can put your organization's name, logo and custom message on recipients' phone displays – to assure caller legitimacy. The results were very promising: There was a **24% increase** in call transfers to live agents and a **14% decrease** in not interested responses.⁶

Figure 2. Branded Call Display in action



¹⁻⁶ A commissioned study conducted by Forrester Consulting on behalf of Neustar, a TransUnion company, July 2022. transunion.com/content/dam/workfront-assets/truportfolio/neustar-forrester-tlp-optimized-customer-contact-strategy.pdf.

⁷ TransUnion Customer case study.



About TransUnion (NYSE: TRU)

TransUnion is a global information and insights company that makes trust possible in the modern economy. We do this by providing an actionable picture of each person so they can be reliably represented in the marketplace. As a result, businesses and consumers can transact with confidence and achieve great things. We call this Information for Good®.

A leading presence in more than 30 countries across five continents, TransUnion provides solutions that help create economic opportunity, great experiences and personal empowerment for hundreds of millions of people.

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Find out how these TransUnion solutions can help your outbound calling experience. Contact your TransUnion representative or email us at inssupt@transunion.com to learn more.

