J.D. POWER INSURANCE INTELLIGENCE

Improve Perception, Improve Satisfaction

Leverage your digital communication to improve how customers view their repair time.



Did you know?

Customers are **3x more likely** to say their repair process was "slower than expected" when not provided with updates.

Further, overall claims digital experience satisfaction for customers who reported that they did not receive repair status updates through the website or mobile app is **84 points lower** than those who reported they did receive these updates.

84 PT. DIFFERENCE 803 V. 887 DID NOT RECEIVE repair status updates through website or mobile app



With overall claims satisfaction being an indicator of loyalty, it's critical to identify areas where you can implement improvements quickly. **Leveraging your digital communication channels (website and/or mobile app) to provide regular updates about the status of a repair** can be a quick win for improving your claimants experience.

To review your digital process and learn more about best practice digital communications, <u>contact us today</u>.

© 2023 J.D. Power. All Rights Reserved.

Charts and graphs extracted from this publication must be accompanied by a statement identifying J.D. Power as the publisher and the *J.D. Power 2022 U.S. Auto Claims Satisfaction StudySM* as the source. Rankings are based on numerical scores and not necessarily on statistical significance. No advertising or other promotional use can be made of the information in this publication or J.D. Power study results without the express prior written consent of J.D. Power.

J.D. POWER