J.D. POWER
INSURANCE INTELLIGENCE

2023 U.S. Annuity Study

Publish: October 10 | Press Release: October 12

The ***J.D. Power U.S. Annuity Study*** provides insights into the experiences of annuity customers, explores the relationship between the advisor and client, and benchmarks the degree to which customers feel the annuity product meets their current and long-term needs.

This Study analyzes the following customer journeys and concepts:

- Focus on High Net Worth individuals – Differences in KPI Impact and Factor weights
- Deep-dive into the Advisor-client relationship with respect to the annuity product; cross industry comparison to wealth management products:
  – Annual reviews
  – Soft-skills of the advisor/agent
- Benchmarking to what degree customers feel the annuity product meets their current and long-term needs as well as while their needs change over time

Customer Experiences explored:

- Communication
- Policy Offerings
- Annual Statement and Billing
- Price
- Interaction
- Application/ Onboarding Process

Agent/Advisor
Call Center Rep
Website

CHARACTERISTICS OF CUSTOMERS SURVEYED

This study provides insights about customers' experiences which can be examined by customer segments derived from captured demographics:

- Gender
- Age
- Income
- Investable Assets
- Ethnicity, Education, Martial Status, Location
- Health
- Other products/services with their insurer or other brands
- Use of digital platforms or other technology

The U.S. Annuity Study subscription gives you insights about critical elements of your business. Informed by deep industry expertise, we distill, analyze, and translate data into actionable insights.

01/12/23