

2023 U.S. Life Insurance Study

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The **J.D. Power U.S. Life Insurance Study** analyzes customers' experiences with their life insurance policy. The study provides an understanding of the needs and expectations of today's life insurance customers as well as insights into how insurers can improve customer satisfaction and advocacy.

The study analyzes the following customer journeys and concepts:

- The role of Communications; specifically, in their importance and ability to keep the insurer's value proposition top of mind among customers
- Insurer's ability to maintain high levels of satisfaction through deep relationships
- Expectations for digital self-service and integration with other products

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 (zip code)
- Health
- Other products/services with their insurer or other brands
- Use of digital platforms or other technology

Deliverables:

- Customized executive presentation and strategy session that provides data-driven, actionable recommendations for achieving strategic goals
- Executive briefing document highlighting key trends and insights across the industry
- Scorecard benchmarking firm performance compared with the industry across key drivers of satisfaction
- Competitive survey data and industry reports
- Analytical tools for performance insights and competitive peer comparisons
- Access to PowerSource Platform – J.D. Power's proprietary interactive reporting interface

“IF LIFE INSURANCE COMPANIES WANT TO SEE AN INCREASE IN SATISFACTION, THEY MUST PLACE THE CUSTOMER AT THE CENTER OF THEIR GROWTH STRATEGY.”