

VoC Feedback Analysis for Insurance Products

The Voice of Customer (VoC) feedback analysis helps businesses detect and prevent issues that impact customer experience, performance with claims, renewals and retention by extracting relevant insights and identifying opportunities to reduce churn.

Analysing VoC feedback to highlight opportunities to improve customer retention & claims operations

Touchpoint Group specialises in providing relevant business insights to stakeholders by analysing unstructured text feedback like VoC comments on a large scale and provides ongoing support and detailed actionable reports that highlight exact performance change solutions and their impact. This service uses AI technology and Natural Language Processing to reveal the detailed reasons behind the issues your customers are experiencing with your service. This decreases the time it takes to identify issues and removes the need for sampling, mitigates risk, and focuses immediate attention on areas that will increase business performance.

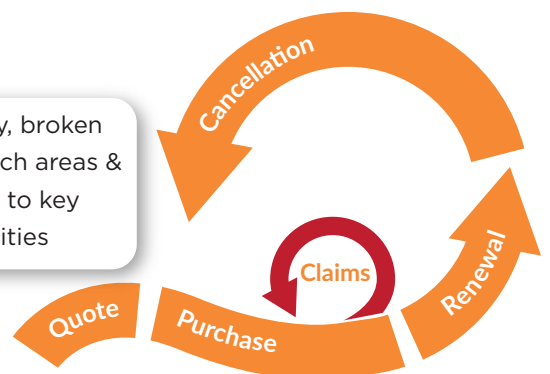
To achieve this, you'll have access to a near-real-time reporting framework that facilitates the sharing of critical data with relevant stakeholders. By analysing feedback data that is already being gathered by call-centre and operations teams, this service identifies areas of concern, bottlenecks in customer support systems, resource inefficiencies, and 'high-touch' areas driving call volumes and customer dissatisfaction. This will help you identify segments of your customer base that are more likely to be negatively impacted by changes (and determine why), enabling you to understand how to prioritise key opportunities to improve retention.

Service we offer:

- Consultation to understand business priorities relevant to VoC performance improvement.
- A high-level understanding of what's in your data, highlighting the impact on business metrics.
- A robust reporting program customised to your business and stakeholder requirements.
- Access to Touchpoint Group's AI Customer Analytics Tool with an analyst expert.
- Ongoing consultation and support.

The Insurance Customer Journey Analysis

Customer journey, broken into key high-touch areas & analysed specific to key stakeholder priorities



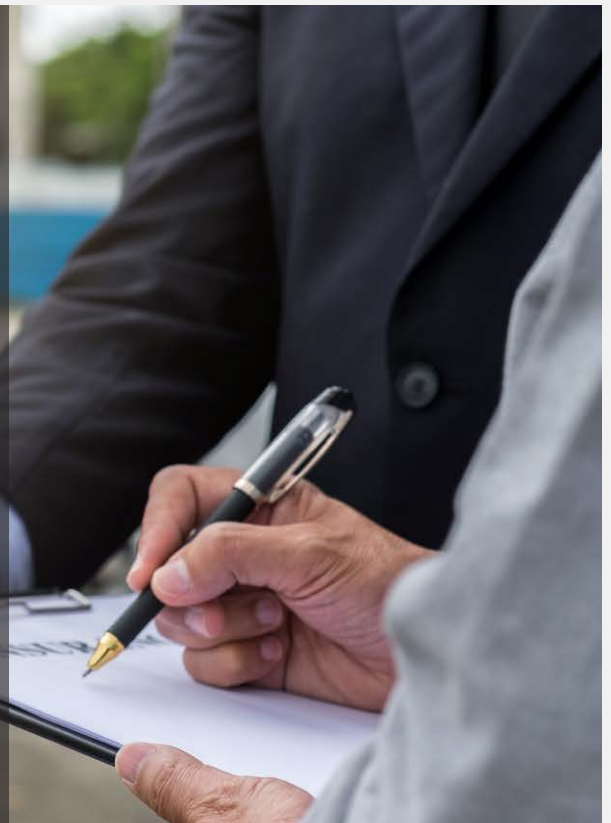
Who this service is for:

Insurance companies who are striving to improve performance by reducing churn, retaining customers, and improving revenue by driving efficiencies. The analysis is designed to give an executive level insight into the operational performance of high touch customer departments. It's ideal for roles such as:

- Decision-makers within the quote/ purchase, claims, and renewals departments of an insurance company, including Head of Digital, Chief Product Officer, and Head of Claims.
- Customer-focused team leaders in Marketing, Data, and Insights departments for Insurance companies, including Head of Marketing, Head of Customer, and Chief Insights Officer.

The Benefits:

- Implement a standardised reporting framework to share critical details with relevant stakeholders.
- Identify root cause behind churn and risk factors for dissatisfied customers.
- Understand what platforms, processes, features, or products are specifically causing pain points and how you can streamline processes to maintain efficiency and reduce operational costs.
- Identify and leverage the positive interactions that lead to customer engagement highlights along the customer journey.
- Understand issues as they impact different customer segments and different channels within your business.
- Identify ways to avoid risk and reduce loss with efficient and effective trend identification.

**Case Study: Hastings Insurance, UK**

Find out the reason that renewal scores are deteriorating in an in-depth [case study analysing Hastings Insurance's](#) performance with publically available review data, learn the root cause of the issues customers experienced and how Touchpoint Group helps identify key solutions.

Contact us to learn more

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