



**Why your insurance
company needs a
WhatsApp  strategy**



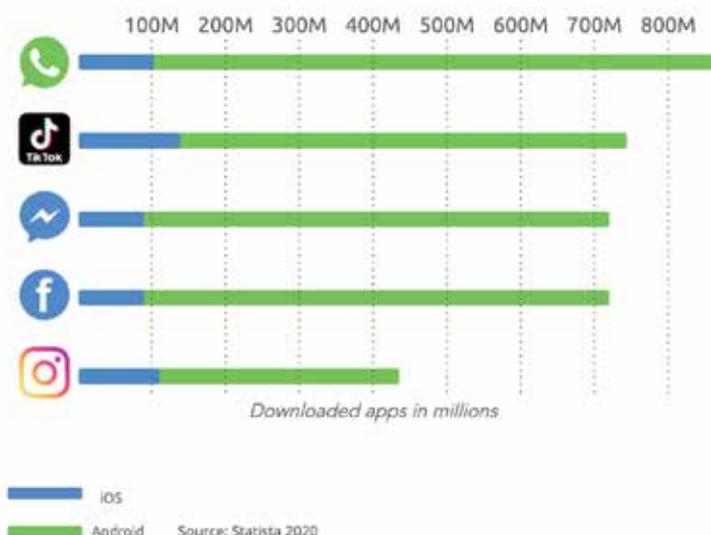
Why is WhatsApp perfect for insurance?

You can reach customers on their preferred channel

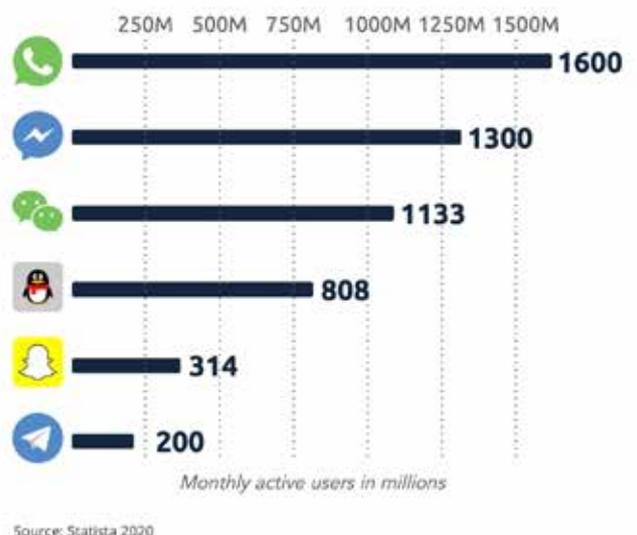
Your customers want to reach you on a variety of digital messaging channels, including Social Media, WhatsApp, Facebook Messenger, WeChat, Google, SMS ... and along with your brands website or mobile app.

If we take a look at the most downloaded and most popular apps worldwide, we can't help but notice that people love to message, and they would like to message with your business too!

MOST DOWNLOADED APPS WORLDWIDE



MOST POPULAR MOBILE MESSENGER APPS WORLDWIDE



Why customers ❤️ to message you



THEY KNOW HOW TO USE IT

Customers already know how to use it. They can file a claim without having to download a specialized app or log on to a platform they don't know.

SHARING IS EASY

Sending a document, sharing a location or taking a photo? Getting information through WhatsApp is easy. The experience of your customer will be seamless and your team will be handling the claim faster.

AVAILABLE EVERYWHERE

Nothing feels more secure than knowing you're always right there. WhatsApp is already on your customers phone, everywhere they go.

RESPOND FAST & EFFICIENT

Your customers want answers right away. Bots can handle the first repetitive tasks and work together with your agents to create a seamless customer experience.

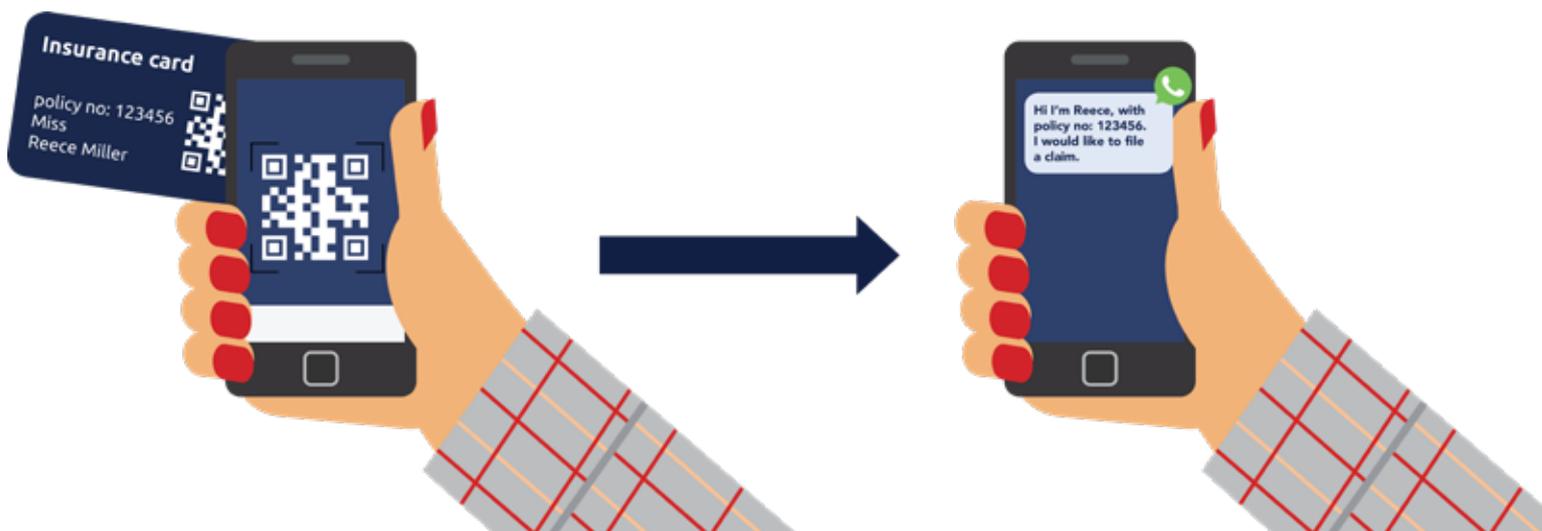
BE PROACTIVE

Use WhatsApp to communicate with your customers about claims, weather changes or other events. It will improve customer loyalty while reducing your handling costs.

Why insurance companies ❤️ WhatsApp

Insurance companies are constantly looking for new ways to communicate with their customers. Over the years the insurance industry has come to view WhatsApp as a reliable and cost-effective communication channel.

Increasingly, insurance companies are seeing the possibilities that messaging offers for improving dialogue with customers. Claim filing is a good example of how the industry has strived to simplify things for customers.



Companies that deliver excellent customer support do so in the channels where their customers are.



Create a Customer Journey through WhatsApp

Connect with customers on their favorite channels and make your business available when they need it. Create experiences that span the customer lifecycle across acquisition, engagement and care.



Make every step in the journey effortless

By being available through WhatsApp, or other asynchronous messaging channels can make a difference during every step of your customer journey.

Be there when your customers need you, in every step of their insurance journey. When they looking for an insurance contract, when they're filing a claim, when they want to know more about your service, ...

Not only can messaging be used for reactive conversations. You can also use it to be proactive. Inform your customers up front about claims, weather, events, ...

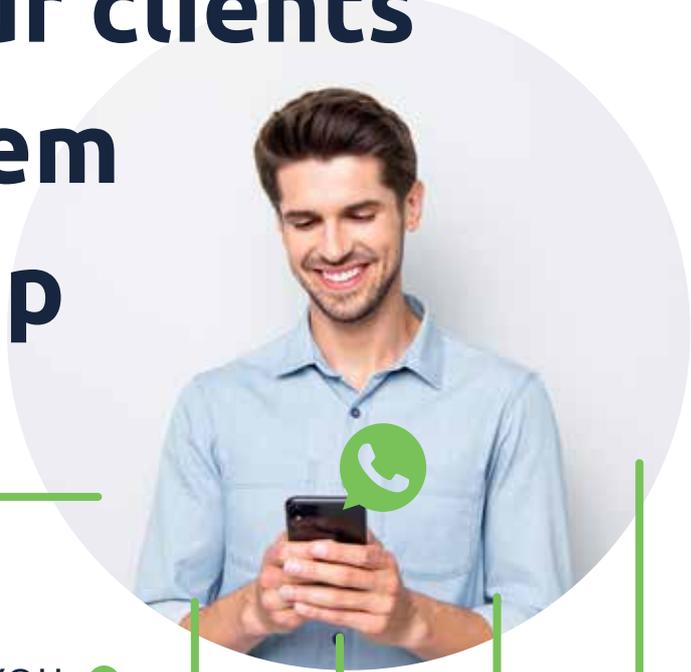
Let bots and humans work together to create an even more effort-less customer experience.

Make sure bots can handle the first contact or repetitive tasks and let your human agents be more productive!

We see from experience that brands have 3 times better Net Promoter Scores (NPS) using messaging (vs. calls or emails). And while customer satisfaction goes up, operational costs go down by at least 30%.



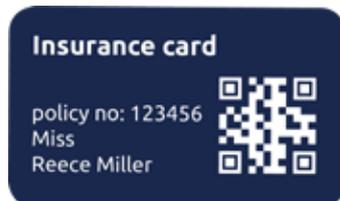
Educate your clients and lead them to WhatsApp



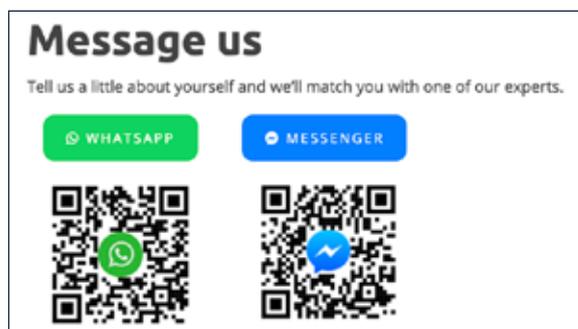
IVR- DEFLECTION TO WHATSAPP

WHEN A CUSTOMERS CALLS YOU, YOUR AGENT CAN SEND A CUSTOMIZED WHATSAPP MESSAGE FOR A FOLLOW-UP CONVERSATION

PRINT QR ON INSURANCE CARD



CREATE A 'MESSAGING FOCUSED' CONTACT PAGE



USE QR-CODE IN MARKETING MATERIALS LIKE LEAFLETS, BANNERING, BILLBOARDS...

Results with WhatsApp

IMPROVE CES / NPS / C-SAT

- Customers want to use the channels they use in their daily lives
- Customers expect E2E qualitative experiences on the new channels
- Messaging customers do not want to wait longer than calling customers



IMPROVE EMPLOYEE SATISFACTION

- Channel focussed agents deliver higher quality services
- Channel focus agents have less stress and as a result are happier
- Handle repetitive questions by chatbots



SAVE MORE THAN 30% ON OPERATIONAL COSTS

- Dedicated channel teams are more productive than mixed channel teams
- Adding bots & AI is easier than in voice operations
- Memorable customer experiences will lead to higher customer loyalty



We are a  WhatsApp
Business Solution Provider

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your insurance company?



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