



# Insurance Journey Mapping Examples

METHODOLOGY	Web-assisted telephone in-depth interviews with consumers as they navigate a health insurance website	Online surveys with consumers, including life insurance shoppers, purchasers, and non-shoppers.	Ongoing quantitative claims experience studies for several products offered by a major insurance company	A series of in-depth telephone interviews with agents (producers, account managers, and CSRs.)	A multi-phase research initiative consisting of a quantitative survey and follow-up focus groups with consumers
	<b>Digital Experience</b>	<b>Insurance Shopping Journey</b>	<b>Claims Journey Mapping</b>	<b>Customer Service Process Mapping</b>	<b>Consumer Journey Metrics Development</b>
OBJECTIVES	To gauge users' reactions to the member portal, identify pain points in navigating the site, and suggest improvements	To understand the journey, obstacles, and "pain points" in the life insurance purchasing process as well as barriers preventing consumers from engaging in the process	To understand the claims experience to determine the drivers of customer satisfaction and to develop process improvements to optimize the customer journey	Identify the ideal processes for quoting, claims, marketing, and service, and to develop benchmarks for responsiveness, turnaround time, and service standards for agents and members	To gauge customers' experiences in eight key areas: loyalty, provider network/ access, education, navigation, wellness, claims payment, customer service, and coverage and out-of-pocket costs