

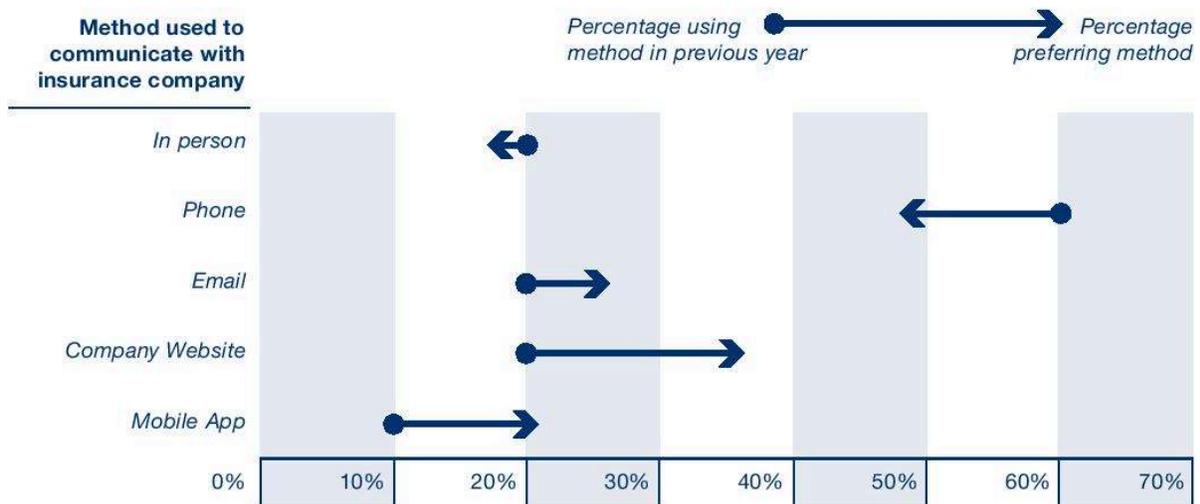
## Insurance Research Council

# Digitizing the Auto Insurance Customer Relationship

Based on a survey of 2,000 licensed drivers countrywide.

### Communication preferences shift toward digital methods

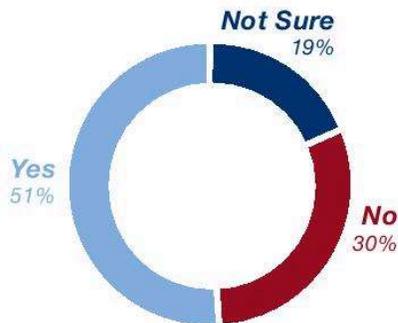
Composite of 10 tasks related to auto insurance, such as requesting a quote, adding a vehicle, or reporting a claim.



For example, when performing a variety of tasks related to auto insurance, 20 percent of respondents used a company website in the past year, while 35 percent would prefer that method in the future.

### Human touch still important

If applying for insurance online, would you still expect to speak with a person before finalizing the purchase?



### Interest in digital methods declines with age

Interest in applying for insurance online

