



**2023 LIMRA  
ANNUAL  
CONFERENCE**

Forging the Future

**Emerging Trends in  
Customer Experience:  
Insights From Industry  
Executives**



*Navigate With Confidence*



# Emerging Trends

- How will the changes implemented during the pandemic influence future goals?
- What are the trends related to how customers are perceiving and evaluating their experience with carrier brands?
- How can insurance carriers leverage this information?







**Phil Brown**

*Corporate Vice  
President*  
LIMRA and LOMA



**Andrea Brown**

*AVP and Value  
Stream Owner*  
John Hancock



**Brian Carey**

*Senior Director,  
Insurance Industry*  
*Principal*  
Equisoft



**Laurene Polignone**

*AVP/Promises Delivered  
Value Stream Owner*  
John Hancock

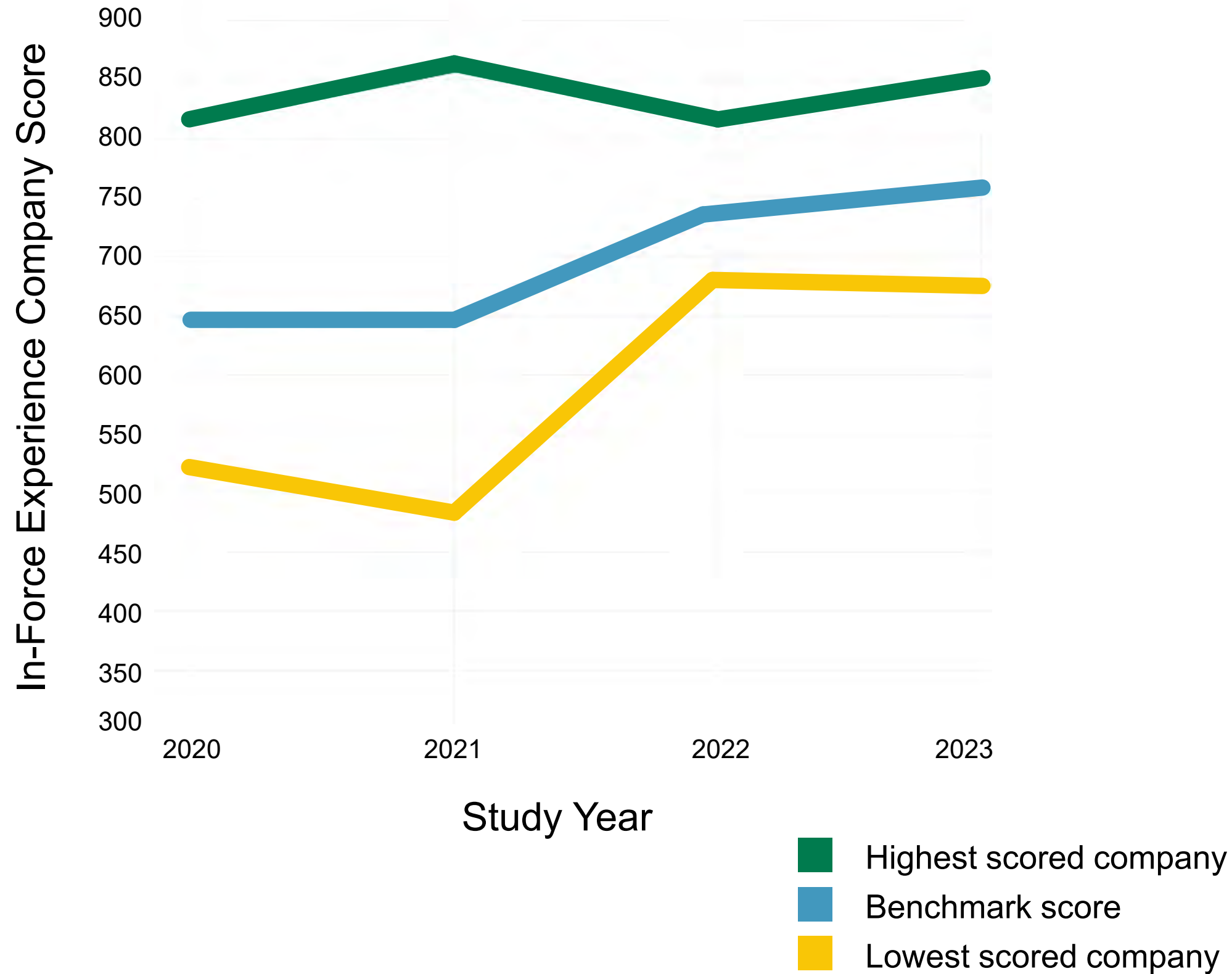


**Tim Rowe**

*Life Customer Experience Director*  
American Family Life Insurance  
Company



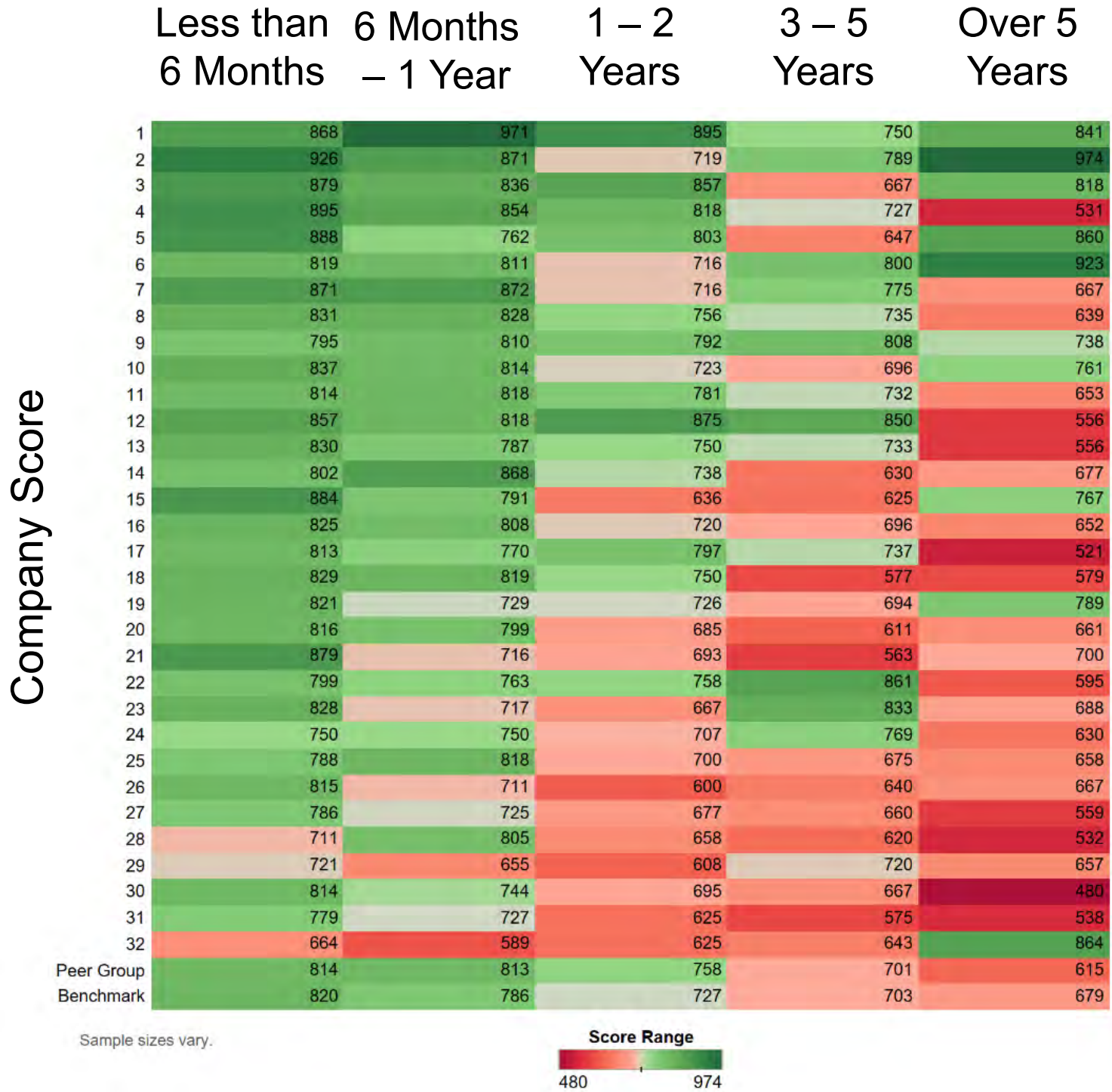
# Industry Scores Have Been Improving *and* Narrowing



The ability to stand out will be **increasingly difficult.**

**Actionable insight** will be required to identify specific opportunities for **competitive differentiation.**

# Customer Experience Leaders Maintain Customer Engagement



Cx leaders consistently leverage opportunities to maintain engagement and communication

In-force Company Score Time Since Purchase



# Positive Scores Are Driven by Delivering on Expectations

## Drivers of Customer Experience

- Ease of doing business
- Meets expectation
- Meets needs
- Provides peace of mind
- Provides value



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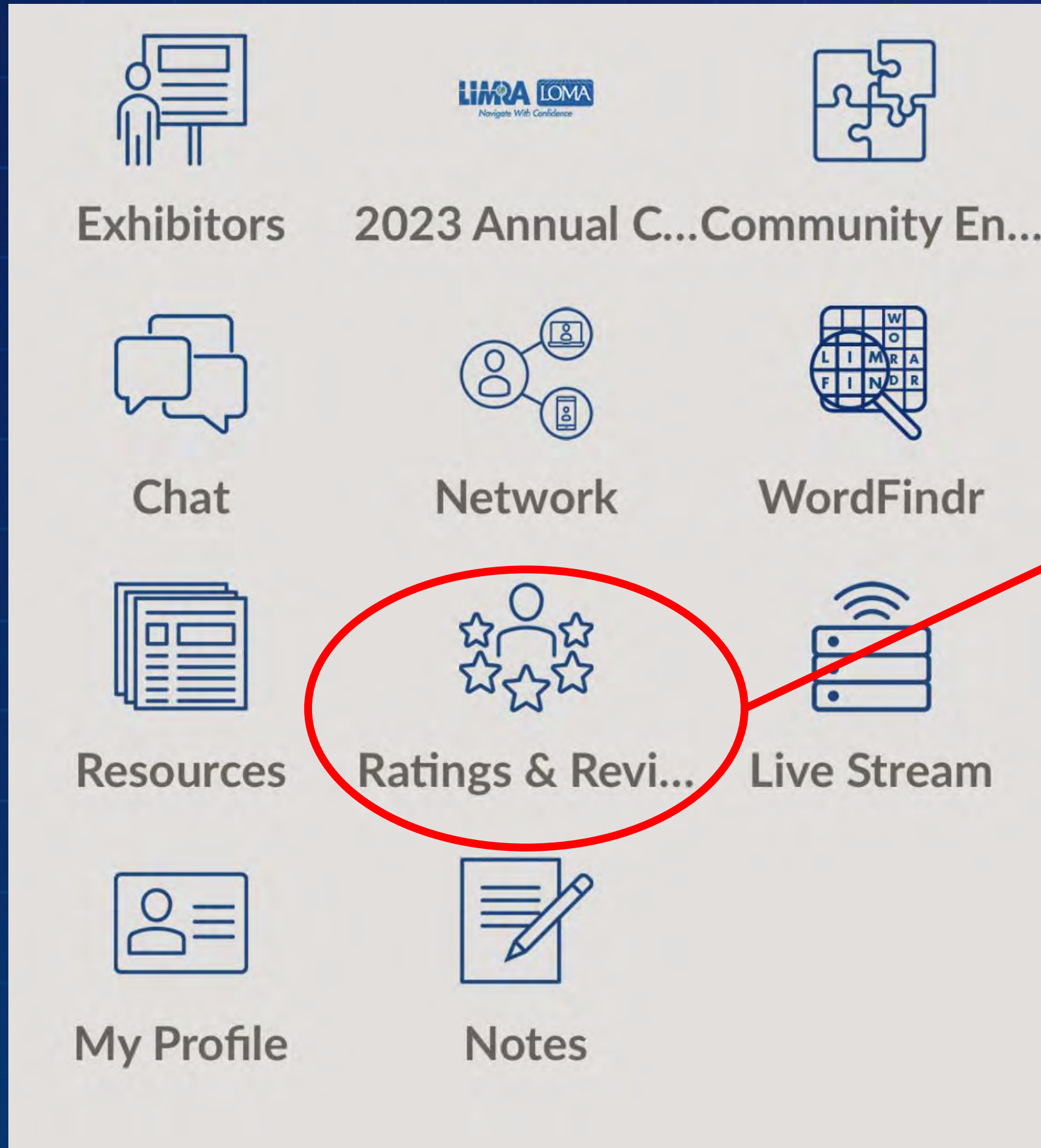
Meeting expectations is **outpacing** all other areas. **It is critical to live up to the reputation.**



# Questions



# Please Provide Your Feedback on the Conference App





# Thank You



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