



The voice of the U.S. consumer

DXC Technology conducted a survey of more than 2,000 U.S. consumers to gauge their views about insurance and how they interact with those providing coverage.

Our goal was to provide more insight into how these shifts in consumer sentiment can open doors to new opportunities and help insurance leaders focus on key areas for investment and change.

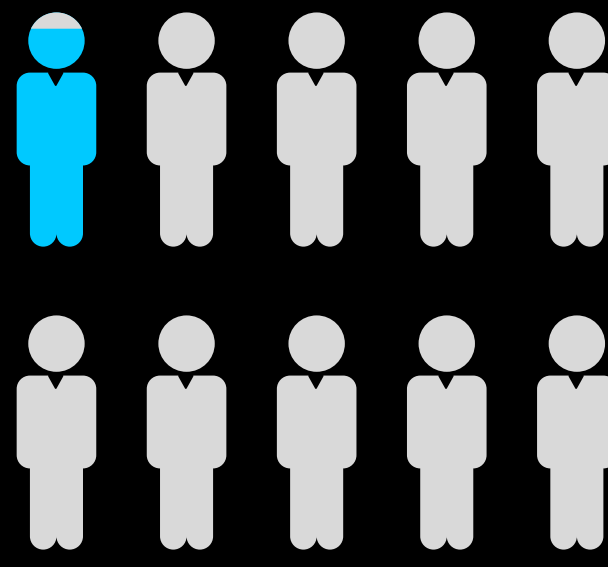
By embracing new technologies, infrastructure and partner solutions, insurers can transcend the traditional insurance proposition to become proactive partners in helping customers manage risk, prevent losses and improve holistic wellness.

What we learned

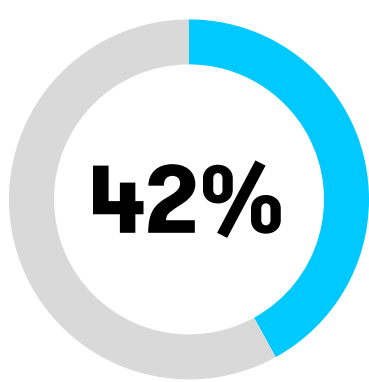
Consumer awareness and education of the insurance industry is low

Less than **1 in 10** consumers knew that

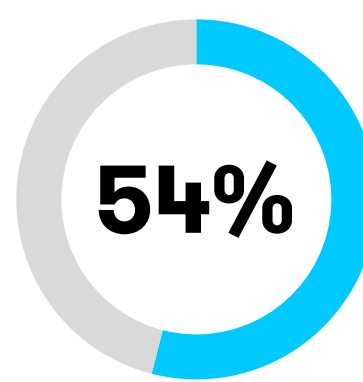
90% of claims are successful across the insurance industry



Consumers will embrace insurers that will meet their digital needs

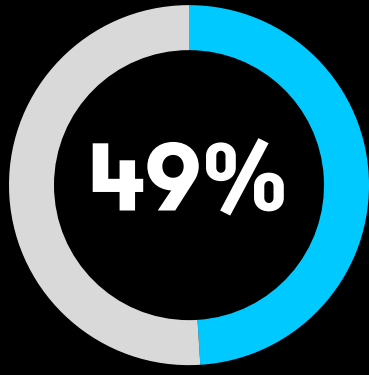


of consumers say the technologies that offer a more personalized service are more likely to convince them to stay with their insurer

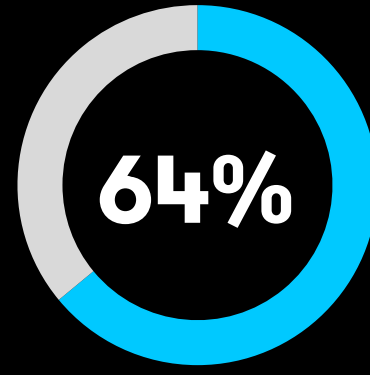


of consumers agree that using an insurer's app must be as easy as Facebook or Instagram

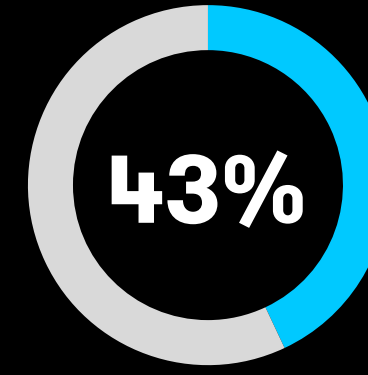
Consumers are willing to use technologies for improved services and lower premiums



for improved services



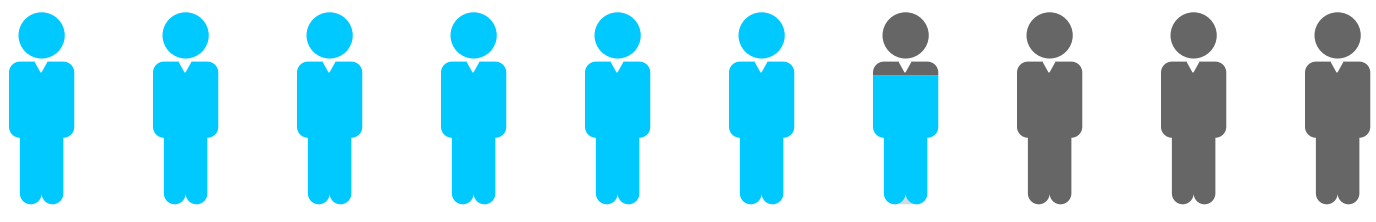
for lower premiums



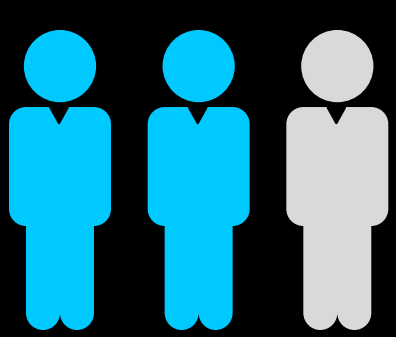
of consumers are comfortable with insurers using artificial intelligence to provide more tailored policyholder services

Loyalty is still driven by financial benefit

67% of consumers say lower premiums will make them more loyal to their insurance provider



Consumers have realistic expectations for digital insurance services



2 out of 3 consumers expect to pay the same or more for digital insurance services



Explore more details behind the numbers and read our recommendations in the **full report**.

DXC Technology is helping insurance companies around the world transform their technology to reach and engage with digitally savvy consumers and gain competitive edge.

For more information, visit dxc.technology/digital_insurance_transformation