



Today's consumers regularly use their smartphones to complete transactions online, yet according to RGA's 2019 Global Claims Survey¹, only 52% of carriers provide policyholders with mobile access to their accounts, and only 34% offer claims functionality.

Wearable health tech is another area where carriers are falling behind. Morning Consult² studied Americans' use of health tech in 2018 and found that a full 85% of adults said they use apps to track, "Exercise, fitness, pedometer or heart rate monitoring, including special types of exercise like running, ab workouts, yoga, etc." Despite this broad acceptance, our study showed that very few carriers leverage wearable tech to streamline underwriting processes (8%), improve claims processing (6%), or offer discounts for healthy lifestyles (5%).

Chatbots are even gaining ground. In one study³ on consumer preferences, 65% of people said they would prefer to interact with a chatbot rather than a human agent. This is a significant shift in consumer behavior, and carriers need to be prepared to meet this demand.



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References

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