

Insurpoll 2020

The definitive annual report on Canada's P&C Insurance consumers

From 1999 to 2015, Insurpoll took the annual pulse of Canada's auto insurance policyholders, capturing and tracking their attitudes, behaviours, wants, and needs. Our annual subscription-based report identified the key drivers of customer satisfaction, retention, and attraction, and shed early light on emerging trends that would influence purchase channel strategies and product development.

Back by popular demand, Pollara Strategic Insights is proud to re-launch Insurpoll – now, with a focus on both auto and home insurance policyholders. At a time of unprecedented challenge and change for the insurance sector – in terms of distribution channels, marketing, and policy and actuarial foundations – it is more important than ever to have a reliable and robust trend analysis of P&C insurance consumers.

Building upon our 16 waves of research, Insurpoll 2020 will continue to track the study's core metrics, including channel usage, satisfaction with channel and insurance providers, consumer loyalty, likelihood to recommend, and ad awareness and reputation across the major insurance brands. We will also continue to measure awareness and appeal of usage-based insurance policy options, including telematics. As always, InsurPoll places a special emphasis upon identifying the most effective strategies for retaining existing – and attracting new – customers.

We will provide a comprehensive understanding of P&C insurance customers. How are they currently buying their insurance, and how do they want to buy it in the future? What drives customer satisfaction, loyalty, shopping, and switching? What role do brands, brokers, and claims service play in retaining and attracting consumers? Are policyholders

informed about climate change and extreme weather-related insurance policies, and what do they expect from their insurance company in cases of flooding and other disastrous events? Insurpoll will answer these questions and more.

Areas of Investigation

- **Distribution channels:** How many policyholders are relying on the broker, agent, direct, and internet channels? Who are they, how satisfied are they, and what are the key drivers of channel choice? How do they want to buy insurance in the future?
- **Satisfaction with insurance provider:** How satisfied are policyholders with their provider, their policies, the variety of coverage options, the competitiveness of discounts, the ease of obtaining and changing their policies? How likely are they to recommend their provider? What are the key drivers of satisfaction? What level of satisfaction is necessary to retain customers and encourage them to recommend?
- **Claimant satisfaction:** How satisfied were claimants with the claims experience overall and with key elements, including the representative, procedure, policies, and perceived fairness of the settlement.
- **Price and billing:** Have premiums changed? If so, how were they informed, and did it affect satisfaction, loyalty, and prevalence of shopping or switching? What are policyholders' current – and preferred – methods for billing and payment? Are billing statements clear, and how should they be improved?

