



DELIVERING PROMISES: CLAIMS TESTIMONY

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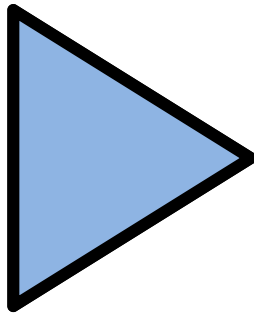
General Insurance Association of Indonesia (AAUI)

The Importance of Claims Testimony

- Customer Testimony is important because:
 1. Establish Trust
 2. Helps Customer in their Decision Making Process
 3. Impact Sales
 4. Improve Customer Experience
- For Insurance Companies, one of the most important area to consider is regarding Claims Testimony because it ties directly to **TRUST & Vision of the Insurance Company**



Claim Testimony Video



<https://drive.google.com/file/d/1k0lhQ3XbjgcGDwTzHu4gyEy-qiRNLj23/view?usp=drivesdk>

What Can We Learn?

- Point 1 – Customers expect responsive and immediate service
Responsive and immediate service upon claim is become essential. This is a derivative of the superior customer service experienced from other industries makes customers less tolerance to delays and inconvenient process (Deloitte white paper ‘Preparing for the future – Meeting Changing Customer Expectations in Life Insurance’)
- Point 2 – Customer expect fast processing of claims
Customers expect their claim processing to be fast and accurate.
- Point 3 – Customer want to trust their insurers
Customer tend to purchase more product and policies from insurer when they build a relationship of trust with them.

Conclusion

- Testimonials from Policyholder is an important aspect of the business process that companies have to pay attention to because it relates directly to trust
- Improvements from within the Insurance Industry must take into account the Claims Testimony from policyholders
- Companies are advised to develop its database to include testimonials, including negative testimonials in order to improve the business process in the future

