



BOTSPLASH INSURANCE SOLUTIONS



2022

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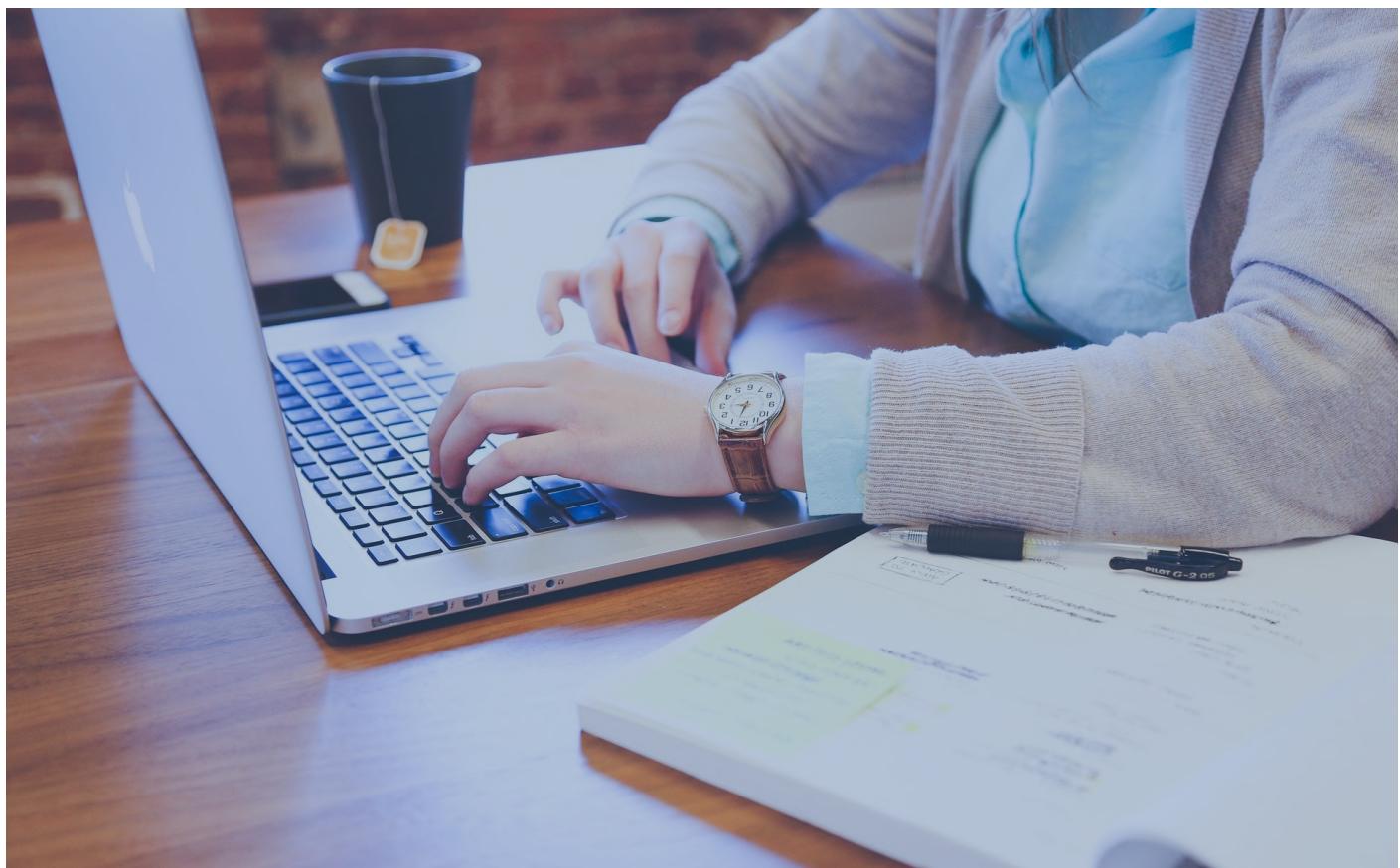
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THE CHALLENGE

Modern digital communication processes have experienced rapid innovation in a short time, and there isn't any sign of a slowdown. Many insurance companies are reluctant to adopt new and updated strategies, negatively affecting their bottom line. The typical insurance provider mistakenly determines how their customers must communicate with them rather than offering options that fit the demands of the policyholder or lead.

Traditionally, voice calls have been the preferred method of engagement for insurers. While this may be the favored option, high-volume voice exchange results in a lackluster customer experience and steals valuable time from your agents. The average lead and policyholder engagement strategies fail to provide the transparency and efficiency that your customers have come to expect. Limited communication channels yield a poor experience and reduce the opportunity for cross-selling additional products.





AN OMNICHANNEL EXPERIENCE

Consumers find your insurance company from every angle of the internet, and it's important to offer a direct line of communication right from the source of discovery. The Botsplash platform works to expand your agency's communicative reach by adding channels such as [web chat](#), [SMS](#), [Facebook Messenger](#), [Google's Business Messages](#), and more to ensure consistent availability wherever and whenever your customers find you. Any conversation conducted on one of these channels is consolidated onto a single SaaS-based dashboard for easy lead management for your agents.

Online users are becoming increasingly independent, and the demand for automated processes has never been greater. Policyholders are now looking for self-service options when updating or changing policy information. Providing customers with a way to conduct these tasks without having to chat with an agent frees up time for both parties and provides a better experience. Botsplash's omnichannel model works best when clients utilize a mixture of live and automated processes to foster a more personalized experience.

Insurance shoppers commonly look around for quotes before speaking to a live representative. Making a strong first impression is essential – it all starts with your digital communication processes. With an omnichannel strategy, your company can build stronger relationships with policyholders and provide a personalized cross-channel experience that a multichannel approach could never achieve.

Going Digital

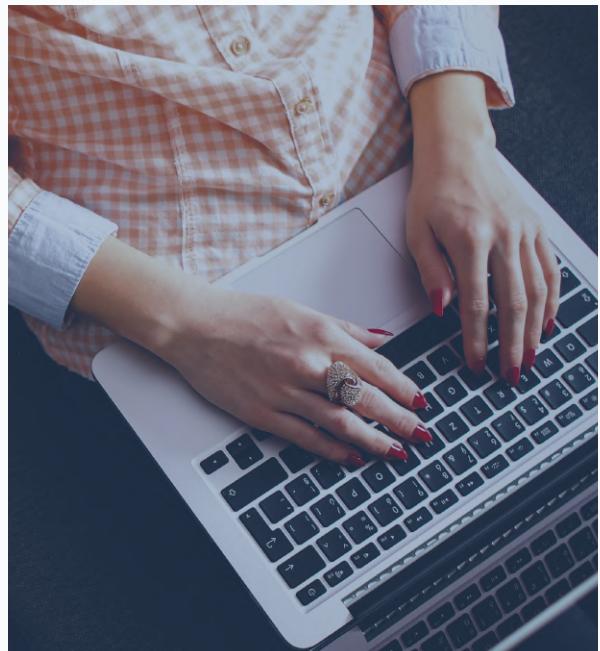
50% of customers ranked the availability of digital communication as a high priority – but only **17%** of insurers are offering digital conversational outlets.



1. WEB CHAT



Your website is an online billboard for your firm, but when a lead is interested in your products or services, they find antiquated contact forms or a phone number to call. Web chat allows users to engage with your agents directly from your site. Representatives can manage multiple conversations at a time through the use of automated flows, modern communication features, and integrated widgets.



Automated processes offer time-saving data such as claim status updates, policy self-service options, and FAQs. When a live conversation is initiated, the agent has the capability to add more qualified representatives to the chat or transfer the lead to a new department completely. Any current conversational transcripts will follow the customer to minimize redundancy and improve clarification.

**Popular Insurance
Web Chat Features
Include:**

- 1** Document Sharing
- 2** Lead Transfer
- 3** Automated Processes
- 4** Self-Service Tools
- 5** Automation

Did You Know?

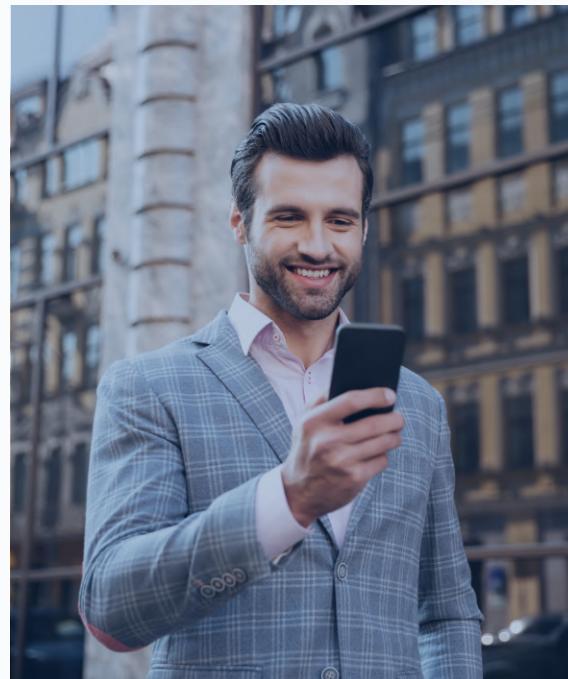
Live Chat is the number one service choice for shoppers between **18 and 49 years old**.



2. SMS TEXT



97% of Americans own a cell phone and 77% of consumers say they're more likely to have a positive perception of a company offering SMS. People always have their phones handy, making SMS the logical choice for reliable outreach. Helpful alerts, notices, and reminders can be sent straight to a customer's mobile device, or a conversation with an agent can begin/continue on the go. Botsplash SMS users report an uptick in **contact rates, deliverability rates, and response rates.**



SMS provides a more modernized approach to selling and managing insurance policies. An effective SMS strategy mitigates high call volume and gives customers the perception of conversational control as they can respond on their own terms.

Popular Insurance SMS Features Include:

- 1** TCPA Compliance
- 3** Low Spam Rates
- 5** Scheduled Reminders
- 2** Canned Messages
- 4** High Deliverability Rates

Text Messaging = Higher Conversion Rates

A recent study showed that when companies texted customers after initial contact had been made through another channel, conversion rates increased by **112.6%**.

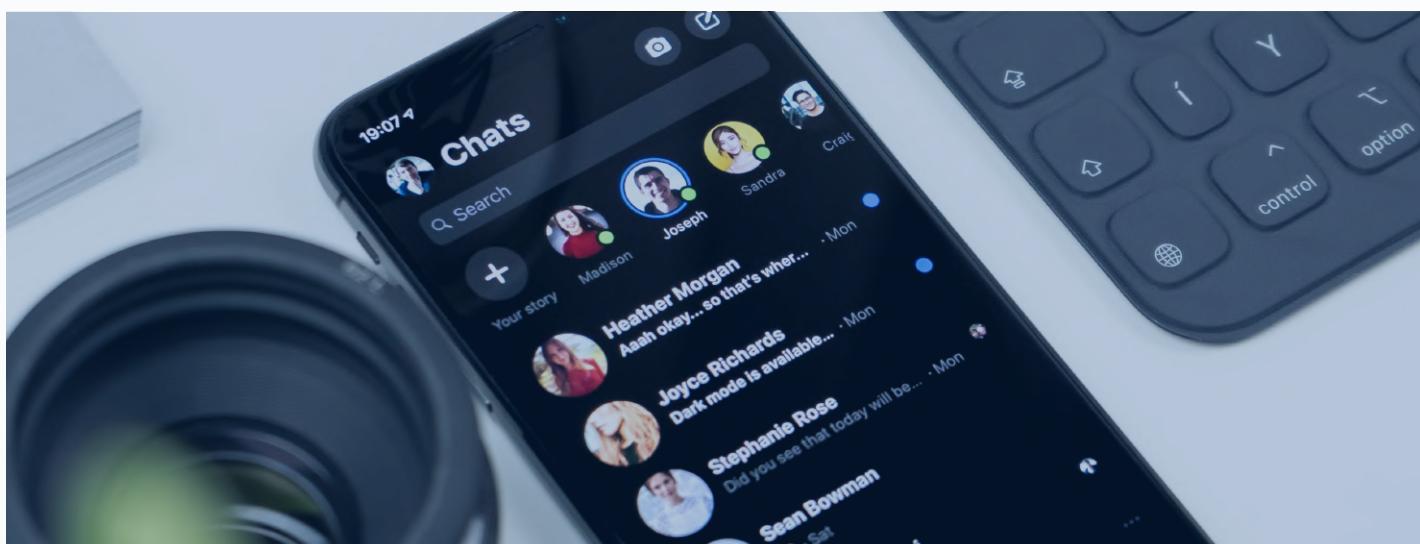


3. FACEBOOK MESSENGER



The Facebook Messenger app is the most popular messaging application in the United States and more than 1.3 billion people worldwide make use of the Facebook Messenger app monthly. Insurance shoppers are on Facebook – so you should be too.

It's common for modern insurance companies to promote, sell, and communicate products and policies using the popular social platform. Conversations initiated through Facebook Messenger are conveniently routed to an appropriate representative at your insurance company or brokerage firm. From there, customers can engage in conversation within Messenger or can choose to move the chat to another channel.



Popular Insurance Facebook Messenger Features Include:

- 1 Custom & Automated Flows
- 2 Document Sharing
- 3 Claim Filing
- 4 Custom Integrations

Businesses & Customers Love Facebook Messenger

Facebook Messenger statistics reveal that **20 billion** messages are exchanged every month between businesses and customers.

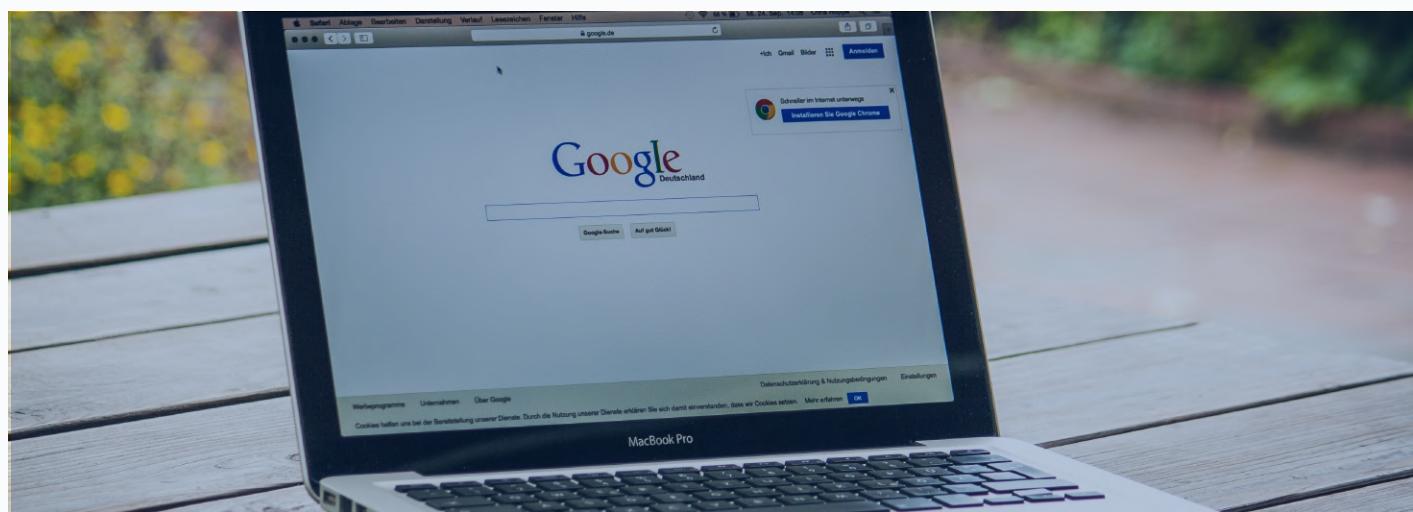


4. GOOGLE'S BUSINESS MESSAGES



Turn Google searches into meaningful customer relationships through Google's Business Messages. People are already searching for your products and services, why not provide a way for them to connect with your agents right from your company's business profile? This popular channel ensures that you capture leads early in the journey and provide a path for them to become long-lasting policyholders.

Is your insurance company or brokerage firm experiencing high call volume? Google's "Message" button shifts volume from voice calling to messaging, improving customer experience and mitigating wasted agent time on the phone.



Popular Insurance Google's Business Messages Features Include:

- 1 Live & Automated Conversations
- 2 Custom Flows
- 3 Custom Integrations

Establish A Strong Personal Relationship... Immediately

9 in 10 business decision makers believe Google's Business Messages will improve the interaction with their customers.

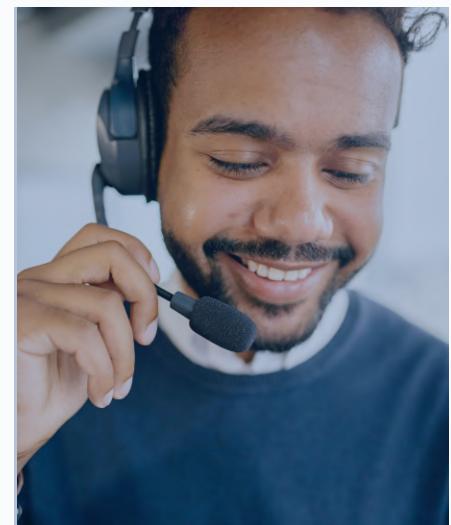


LEAD & CUSTOMER ENGAGEMENT FOR ALL INSURERS

INSURANCE AGENCIES

Many modern insurance agencies risk of turning away customers before an engagement takes place. It's **vital to be present on multiple channels** and offer options that expedite the sales, claims, and underwriting process. Today's customers purchase through emotion, and the long-term perception of a company is the most significant influential factor for retention. It's not enough to only offer solutions for new leads finding your agency. Constant communication options must be accessible, which provide timely and relevant information to current policyholders. Post-sale correspondence is rarely prioritized, and a well-designed omnichannel strategy can maintain a positive experience for the life of the customer.

With Botsplash, insurance agencies can conduct **cross-departmental conversations** through numerous channels. This means that regardless of how, why, or when customers engage with a company, it's easy to efficiently address their needs. Agents will immediately experience inbound call volume relief as customers interact with more modern solutions that offer self-servicing options. Additionally, more channels yield higher, more intent-driven leads for your business as they're captured on their preferred channel.



Insurance agents value popular time-saving features such as **automated processes**, **custom flows**, and **canned messages** as they allow conversations to take place simultaneously. The days of strictly building your book of business through friends and family are over. Modern communication solutions bring new customers to you, not vice versa.



INSURANCE MARKETPLACES

Consumers are budget conscious and lean on insurance marketplaces to find the best deal on a policy. Marketplaces are rising in popularity, and it takes more than just rate listing to be successful; it's important to build trust. Insurance shoppers are visit your site for guidance, and if they're greeted with a poor user experience or a lack of communicative features, they will turn away. Botsplash marketplace solutions give your shoppers and partners a more modern way to communicate, leading to an increase in **lead conversion rates** and **satisfied buyers**.

Upon adoption of Botsplash's marketplace chat, your site can allow shoppers to **communicate with multiple lenders simultaneously – without ever leaving the page**. The availability of popular features such as document sharing, custom flows set by the partner, automation, and integrated widgets are important for success in a saturated marketplace environment. Adopting a dedicated marketplace communication strategy can give your site the competitive edge it demands while attracting more partners to build your network.





INSURANCE BROKERS

A recent report from the IBM Institute of Business Value showed that **42% of customers don't fully trust their insurer**. An insurance broker works to find the best deal for their clients, but to do so they must build a trustworthy relationship first. The ideal way to accomplish this is through an omnichannel process. Providing multiple communication channels means that leads will engage on their favorite channel and, in turn, will **be more comfortable during their initial interaction with a broker**. It's important to remember that while agents typically represent an insurer, a broker's main responsibility is to represent the client. The brokerage model of insurance is heavily dependent on relationships and ease of communication through features and efficient processes.

Since today's decision-making journeys often span over several channels, an omnichannel model yields results for brokerage firms that a traditional multichannel model doesn't. The ability to start a conversation on one channel and seamlessly pick up where you left off on another provides an experience customers have come to expect.





Messaging And Communication Strategies For All Insurance Types

Insurance is an invisible safeguard for many aspects of life. There are numerous types of insurers, and Botsplash has a communication solution that can complement each. It's understood that modern agencies, brokers, and marketplaces have communication gaps that must be addressed, and a modern consumer engagement platform can do just that. Botsplash attends to the conversational needs in the following insurance sectors to ensure meaningful engagements are conducted throughout the customer life cycle:



Auto
Insurance



Property
Insurance



Renters
Insurance



Umbrella
Insurance



Life
Insurance



Health
Insurance



Disability
Insurance



Long-Term Care
Insurance



Pet
Insurance



botsplash

WANT TO LEARN MORE?



The Botsplash omnichannel consumer engagement platform provides modern insurance solutions to an outdated industry. Adaptation in various areas of insurance can enhance engagement strategies resulting in **better contact, retention, and close rates.**



If you or your organization is interested in learning more about the impact that Botsplash can make on your everyday sales and service processes, [reach out to us!](#) Our knowledgeable team can provide an in-depth demonstration to determine if we are a proper fit for your unique communicative needs.

[LEARN MORE](#)