



Prezados Senhores,

Para conhecimento e para pensar...

A Ernst & Young (E&Y) divulgou recentemente o interessante estudo “Reimagining customer relationships - Key findings from the EY Global Consumer Insurance Survey 2014”.

Ver abaixo link e capa.


[www.ey.com/Publication/vwLUAssets/ey-2014-global-consumer-insurance-survey/\\$FILE/ey-global-consumer-insurance-survey.pdf](http://www.ey.com/Publication/vwLUAssets/ey-2014-global-consumer-insurance-survey/$FILE/ey-global-consumer-insurance-survey.pdf)





A partir das entrevistas com 24 mil segurados em 50 países, o material faz um retrato do que quer e pensa esse tipo de consumidor.


O texto chega a cinco conclusões principais, conforme quadro explicativo abaixo.


The key findings include:

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High turnover and low trust signal serious relationship issues.
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Just because they leave you doesn't mean they don't love you.
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Insurers have so few interactions with their customers that each one becomes a critical moment of truth.
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Consumers want more frequent, meaningful and personalized communications.
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As consumers embrace digital, insurers must rethink their distribution strategies and partner relationships.

Cordialmente,

Francisco Galiza.

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