

## The Insurance Purchase Decision - US - August 2017

Report Price: £3085.18 | \$3995.00 | €3666.43

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"Insurance is not a product consumers particularly like to buy, and they don't typically switch companies once they have purchased what they need. Insurers need to find new customers where possible, often among young people or those who are entering a new lifestage. Being available to customers via all channels digital and human will also be a key factor in success."

- **Robyn Kaiserman, Sr Financial Services Analyst**

This report looks at the following areas:

- Differentiation is a challenge
- Most prefer to use one insurance company – but still want to shop around
- Online and mobile tools are still underused

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