

Insurance Purchase Process - US - 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the insurance purchase process.
- The purchase channels consumers use when purchasing different types of insurance.
- Attitudes toward insurers and insurance agents.
- Factors consumers consider when choosing a policy and provider.

The pandemic has affected how consumers buy insurance to a certain degree. With the closure of physical locations and lack of face-to-face contact, consumers are going through online channels more frequently to address their insurance needs – through either online quoting or researching different policies. Moving into the next normal, digital adoption will continue to increase. As such, it will be imperative for insurers and agents to continue embracing innovation and emerging technology. Doing so can provide the speed and convenience consumers have come to expect throughout the pandemic, while still having the guidance of an agent when managing one's insurance needs.



“Physical location closures and social distancing has resulted in increased usage for digital and mobile tools. Consumers are now going through online channels more than before when buying and researching insurance. Insurers and agents had to adapt and provide consumers with the digital tools they needed to account for the lack of face-to-face contact.”

– Amr Hamdi, Finance Analyst

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