

Claim Closure Can Enhance Customer Experience, Branding

Claim closure can set a positive tone that bolsters overall customer experience and an insurer's brand. How insurance companies finish off the claim process can leave an overall impression that can affect customer retention and loyalty.

It's really quite simple, isn't it? When someone is happy with their insurance company, they recommend it to friends either in person or online. Conversely, unsatisfactory claim experiences can lead to negative social media posts that harm an insurer's brand.

Claim closure gives both customers and claims professionals that wonderful feeling of finality. There is just something about being able to check something off the to-do list! For insurers, it's also an important way to make that final positive impression on customers.



Claim closure should enhance customer experience and an insurer's brand.

Historically, insurers send a letter via snail mail – thereby delaying that positive feeling of resolution. In addition to those letters, however, insurance companies should seriously consider the role technology can play in leaving a *timely* positive impression at the end of the claims process.

As I wrote in a blog for [SPLICE Software](#), technology offers a means to accomplish just for personal lines insurers. Reaching customers quickly is important for boosting customer experience, which in and of itself, is brand enhancing.

Claim Closure Messaging

The message's language is also critical. The "it was a pleasure to serve you" type wording has become so ubiquitous that insurers need to consider messaging that uniquely reinforces an insurer's brand.

That's why I believe an insurer's marketing, communications, claims and customer service leadership should work together to send brand reinforcing messages available through omnichannel technology.

How insurers handle claims can make or break their relationship with their customers. Going the extra mile to provide timely and brand-enforcing messages throughout the claims process, including claim closure, just makes sense.

Eventually, using the omnichannel approach to communicate with insurance customers will become an insurance industry best practice. In the meantime, insurance companies already leading the charge should reap customer loyalty-building results.