

Insurers Must Beat the Customer Engagement Disconnect



Insurers must overcome the customer engagement disconnect

Insurance marketing professionals are striving to beat the customer engagement disconnect.

They know that customer engagement must go beyond internet and social media participation to meet customers where they are — at their cell phones. We live in a world where the mobile phone has become the center of people's lives. Insurers should be taking full advantage of this.

Sure, customers are using their smartphones to surf the net and participate in social media. However, the best way to reach customers personally is through voice mail, text messages and email.

My most recent [blog](#) for [SPLICE Software](#) covers the results of a recent [Marketo study](#) of marketers from many industries across four countries. The study reveals that marketers, in general, know they must overcome what I call the customer engagement disconnect. Not surprisingly, the study also reveals that customers are willing to be brand advocates for companies that demonstrate they care for them.

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Insurance marketers need to find the tools to help engage more directly with potential and current customers. Usually, sales and customer service departments already have such tools. To ensure messaging and branding are consistent, marketers should be partnering with other departments that are contacting policyholders.

While my SPLICE blog centers on personal lines insurers, the study also offers insight for B2B

communicators. If you market commercial insurance take note: B2B customers have even higher expectations on brands when it comes to engagement. And note this: they are more willing to be brand advocates compared to B2C customers.

I hope you'll check out the blog. It offers much more specific information to encourage marketers to start thinking about how to topple the customer engagement disconnect.

[Actuaries Forging Non-Traditional Career Paths - Part 1](#)

My latest [Actuarial Review](#) article profiles property-casualty actuaries forging non-traditional career paths.



Actuaries forging non-traditional career paths.

To write the article, I went through a list of members of the [Casualty Actuarial Society](#) who are not working for insurance companies or serving as consultants. This list features about 3 percent of the CAS's membership.

In the article, I cover four actuaries who have one thing in common: they were all inspired by their families to seek uncharted career territory. The article features:

- **Sharon Carroll** who applies her actuarial experience to improve management of hospital expenses to achieve work/family balance.
- **Bill Wilt** who started a new company that publishes unique insurance-related research.
- **Robert Anderson** who, with his wife's encouragement, became an in-house actuary to develop fresh approaches to insuring a major corporation.
- **Mike McMurray** who runs a minor league baseball team due to him and his wife's shared passion for the game.

The article also includes advice to property-casualty actuaries who also want apply their actuarial skills in non-traditional work settings.

This is part 1 of a two-part series in Actuarial Review that covers actuaries forging non-traditional career paths. The November/December issue of *Actuarial Review* will also feature more property-casualty actuaries who are taking the career path less traveled.

I hope you will check it out.