Building Consumer Trust
in the Digitalizing Insurance Sector

Insify

InsurTech founded in 2020

Digitally selling business insurance to small, and medium-sized enterprises

Active on the Dutch, German & French market

> 10.000 customers

Challenges

As a digital disruptor Insify is facing many challenges

Competition

Insurance, a crowded market with well-known brands

Complex product

Insurance products are hard to fully understand

Digital ≠ personal

Digitalization has caused a decrease in personal contact

Research Question

How can consumer trust in Insify be improved in order to increase the conversion rate?

Research & Tests

Expert interviews and surveys indicated an opportunity to focus more on the use of some trust indicators; these were A/B tested on the landing pages

Trust Indicators

Elements or actions that a brand employs in a customer flow, to establish trust with its audience

External | Product | Internal

UX Designer value:

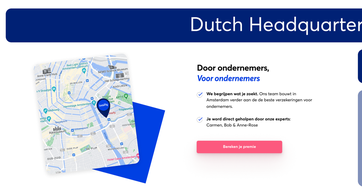
Media coverage | Organizations | Customers | Application /UX | Insurance /Contract | Social media marketing | Customer support | About us

Customers value:

Media coverage | Organizations | Customers | Application /UX | Insurance /Contract | Social media marketing | Customer support | About us

A/B tests of designs

Dutch Headquarter



186 visitors

No significant increase/decrease in conversion

Customer Support availability

298 visitors

No significant increase/decrease in conversion

Future of Insurance

AI will affect the interaction between the insurer and the customer

Insify

Current transition

Insify

Future transition

Personal insurance advisor | **Digital insurance application** | **AI-powered insurance advice**

Trust-Building Roadmap

Seizing opportunities, by building and maintaining consumer trust

Horizon 1 - 2025
Tailored to you

Specific data enables tailored customer journeys with increased personalized advice

Horizon 2 - 2028
Enabling clients

Self-serviceability empowers customers, fostering a trusting relationship

Horizon 3 - 2033
24/7 Insurer

Round-the-clock AI-powered customer care, providing objective and personal advice

Trust Journeys

Building trust goes beyond conversion and is based on personal relationships. Incorporating trust-building components in the customer journey should be the primary goal of design, as it reshapes customer experiences and fosters trusting relationships.

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Strategic Product Design

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