

## Insurance Experience, Your Way

This is your experience command centre built for insurers who know retention is earned one interaction at a time.

From onboarding to claims, and every premium, call, or broker conversation in between, it connects feedback with operational data turning moments of truth into action.

- Simple to launch & flexible to scale
- Designed for CX, broker, and product teams who want insight, not complexity
- Built for real-world insurance journeys: policyholders, agents, advisors, and digital touchpoints

### Experience Insights That Strengthen Loyalty

A leading South African insurer wanted to better understand customer sentiment and improve retention in a competitive, price-sensitive market. With over 3 million customers, their challenge was scale and a need for insights that could drive loyalty, not just measure satisfaction.

What we did:

- Rolled out two-way SMS surveys via the Eyerys platform, aligned to their customer demographic
- A/B tested standard NPS wording vs. colloquial, plain-language versions to improve clarity and relatability
- Tailored follow-up questions based on NPS response (Promoter, Passive, Detractor) to get richer context

The result:

A 36% improvement in NPS scores and a 7% increase in response rates, driven by question design that made sense to customers. With Eyerys, the client now has the insight to differentiate on experience, act on real feedback, and improve brand loyalty at scale.



## CHOOSE SOLUTIONS TO SUIT YOUR BUSINESS

Your solution, your way. Choose what fits, use one module or the whole suite.

### **Policy Initiation Surveys**

Trigger feedback when a policy is activated, whether online, via contact centre, or through an advisor.

### **Claim Experience Surveys**

Capture feedback after claim submission, status updates, or resolution. Identify pain points, clarify expectations, and improve empathy at the moments that matter most.

### **Broker Experience Feedback**

Give your broker network a voice. Gather input on product fit, process challenges, and support gaps to strengthen relationships and grow distribution impact.

### **Post-Call Voice Surveys**

Capture feedback immediately after call centre interactions with voice surveys. Improve agent performance and support service recovery.

### **Escalation & Recovery Loops**

Auto-flag low scores or risk signals to the right team. Close the loop with proactive recovery actions that retain customers and restore trust.

### **Comment Monitoring & Signal Detection**

Analyse free-text feedback to uncover trends, risks, and emerging issues.

### **Custom Dashboards & Reporting**

Give underwriters, ops, CX, and execs a real-time view of experience data, segmented by product, channel, team, or intermediary. Actionable, clear, and decision-ready.



## Take the Guesswork Out of Experience

We help insurers listen better, act faster, and create service experiences that build trust, whether through a broker, a claim, a call centre, or an app.

No noise. No complexity. Just CX that fits your world. Let's build something that works for your teams, your policyholders, and your future.