



# The A to Z of insurance customer reviews

Customer reviews helps insurers build trust and show they're delivering on their promises when it really counts.

As the UK's most comprehensive financial services review site, we help insurers collect deeper insights and build stronger reputations through real customer feedback.



## A

### **...is for Assurance**

Customer reviews provide assurance to prospective customers that your policy really delivers when it matters most, particularly during stressful moments such as making a claim or seeking support. Real customer experiences help demonstrate reliability and build confidence in your insurance proposition.



## B

### **...is for Benchmarking**

Use review data to compare your performance against competitors, helping you stay ahead on claims handling, service quality, and customer satisfaction.



### **...is for Claims experience**

The claims experience is often the one of most important moments in insurance. Customer reviews give you honest feedback on how smoothly claims are handled, and how well you deliver when customers need you most. Ultimately, understanding the claims experience helps you to improve customer satisfaction.



### **...is for Data**

Go beyond mere star ratings. Collect detailed insights including Net Promoter Score (NPS), service ratings and verbatim customer comments to understand how your insurance proposition performs.



### **...is for Empathy**

Insurance customers often leave feedback after emotional experiences. Showing you listen to their situation helps build long-term loyalty.



### **...is for Feedback at every stage**

Ask for reviews across the customer journey. Right the way through from buying cover to successful claim settlements.



### **...is for Growth**

Positive reviews help attract new customers comparing insurance providers, and helps to drive business growth.



### **...is for Helping customers**

Great reviews show how you've helped support policy holders when they needed you most. This helps demonstrate the real value of your insurance proposition and builds trust with future customers.



### **...is for Insights**

Customer feedback helps you identify trends in claims processes, policy understanding, and customer support, helping you improve protection and peace of mind for policy holders.



### **...is for Journey experience**

Review feedback helps you understand the full insurance journey. For example, buying cover, managing policies and making claims.



### **...is for Knowledge**

Learn what customers value most. Are they looking for fast payouts? Clear policy wording? Or simply friendly customer service?



### **...is for Loyalty**

Happy policy holders are more likely to renew and recommend you to other customers. Measuring loyalty through NPS can help predict future growth.

M

### **...is for Multi-channel review collection**

When you work in insurance, there are many great ways to collect reviews, including email invitations, policy communications, customer service interactions and social media channels.

N

### **...is for NPS**

Net Promoter Score is a globally recognised measure of customer loyalty and satisfaction. It's included as standard in our review insights to help you understand how likely policy holders are to recommend your service.

O

### **...is for Outcomes**

Consumer Duty's four outcomes require customers to receive clear communications, products and services that meet their needs and provide fair value, plus accessible support when required. Customer feedback helps insurers demonstrate positive outcomes and strengthens governance and reporting.

P

### **...is for Policy experience**

Insightful customer feedback helps ensure policies are easy to understand, easy to manage, and clearly explain what is and isn't covered.

Q

### **...is for Quality service**

Positive reviews recognise great service and can help motivate customer-facing teams.

**R****...is for Reputation**

Independent reviews help build credibility with new customers comparing insurance providers.

**S****...is for Surveys**

Want to get answers without the results being published on our platform? Create bespoke surveys to gather specific feedback about claims, products, or customer service experiences.

**T****...is for Trust**

Trust is essential in insurance. Real customer reviews help demonstrate you deliver on your promises.

**U****...is for Understanding customers**

Feedback helps you understand what matters most to customers. Using review insights helps you tailor services, improve experiences, and build longer-lasting relationships with customers.

**V****...is for Verified reviews**

Verified customer feedback ensures insights are authentic and transparency is maintained.

**W**

### **...is for Word of mouth**

Happy policy holders often share their experiences with friends and family. Positive reviews act as powerful word of mouth marketing, helping build trust with new customers comparing insurance providers.

**X**

### **...is for eXperience**

Feedback helps you continuously improve your insurance experience. This helps to ensure that policy management and claims support are as smooth and reassuring as possible when customers need you most.

**Y**

### **...is for Your competitive advance**

Want to differentiate your provider against the competition? Insurers who actively use customer feedback can stand out in a crowded market.

**Z**


### **...is for Zero stress for customers**

Great reviews help show how your service reduces stress for policy holders during worrying moments like accidents or illness.

## **Speak to us about insurance insight:**

As financial services specialists, we help insurers get the insights they need to learn, grow and thrive.

**To find out more, email**

 [sales@smartmoneypeople.com](mailto:sales@smartmoneypeople.com)

