

Great ways to collect insurance reviews

Want to grow your insurance reviews but unsure where to start?

From emergency claims to everyday support, these moments create natural opportunities for feedback. Here's how you can collect meaningful insurance reviews



1 Website

Make it clear on your website how insurance customers can leave a review. Add simple prompts to claims confirmations and renewal pages so giving feedback is quick and easy. You could also add review widgets that link directly to your own review page while displaying feedback from others, giving prospective customers confidence when comparing providers.



2 Email

If you're already emailing customers about a claim, renewal, or policy update, include a request for feedback while their experience is still fresh. Insurance often follows important life events, and customers are more likely to respond when the service they received is front of mind. A direct link to your review page keeps the process straightforward.



3 Social media

When customers leave kind comments or share positive experiences online, invite them to turn that into a full review. Keep an eye on your social channels for these opportunities and respond with a friendly ask. You can also post gentle reminders about how reviews help improve your service and guide other insurance customers.



4 Mail

If you're sending renewal packs or claim correspondence by post, include a simple way for customers to share their feedback. A short feedback form with a pre-paid envelope can increase response rates, while a QR code linking directly to your review page offers a quick digital option. The easier it is, the more likely they are to respond.



5 Verbally

Whether on the phone or during a service interaction, don't forget to simply ask for customer feedback. After resolving a query or confirming a claim outcome, invite customers to share their experience. A personal request after supportive service can turn a positive moment into a powerful review for your insurance company.

Want to build up your insurance reviews?



To learn how we can support your company, email:
sales@smartmoneypeople.com