

Top tips for collecting insurance reviews

In insurance, customer feedback is an extremely powerful tool. Here are our five top tips for making sure you're getting the most out of your reviews from insurance customers.



1 Make your feedback process visible

Keep the review process simple and accessible for policy holders across both online and in-person channels. Clear prompts on claims pages, renewal reminders and customer portals can help increase response rates. The easier it is to leave feedback, the more likely people will do it.



2 Identify key touchpoints for collecting feedback

Map out the customer journey and build feedback requests into important moments such as policy onboarding and claims updates. Insurance customers often leave reviews after significant moments like receiving claim support or a successful payout, so timing your request carefully can help improve response quality.



3 Educate staff about the importance of reviews

Ensure teams understand how valuable feedback is. Reviews help improve services for policy holders, while also giving customers the chance to recognise compassionate service during stressful situations. Encouraging staff to ask for feedback naturally after customer interactions can help increase review volumes.



4 Make the most of automation

Automation can help you capture insurance feedback at scale. For example, you could schedule automatic review requests after key events such as claim settlements, policy renewals or customer service interactions. This ensures feedback requests are timely, relevant and easy for insurance customers to complete.



5 Listen to good and bad reviews

While positive reviews help build trust with new policy holders, less positive reviews can provide valuable insights into where you can improve. Use feedback to identify trends across claims handling, communication or customer support, helping you continuously improve the customer experience.

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