

# Survey Finds Canadian Insurance Customers Prefer Texting



The survey was conducted in August 2021 to determine how Canadian policyholders prefer to communicate with their insurers.

## Respondents

Results are derived from responses from a random sample of nearly 1,000 policyholders across Canada, age 18 and older of varying genders, ethnicities, education levels, incomes and other demographics.

## Findings

**Desire to text to resolve claims.**

**56% of Millennials ages 25-34** and **52% of those ages 35-44** said they would have preferred to resolve any portion of past claims using texting if that feature were offered by their provider.

**Preference for texting with existing policies.**

**63% of Millennials and the 35-44 group** would use texting to service their existing insurance policy (Ex. to add new coverage or ask questions about billing issues).

**Preference for texting for new policies.**

**56% of Millennials and the 35-44 age group** said they would use texting to help purchase a new insurance policy (Ex. to text a sales agent or get a quote).

**Desire to receive text notifications about timely events.**

**70% of total respondents** said they would use texting to receive notifications from their insurer about timely events (Ex. a payment due, adverse weather conditions in their area or appointment reminders). That number is even higher for **Millennials (75%)** and the **35-44 age group (76%)**.

**Frustration for retelling their claim information to multiple people.**

**54% of Millennials, 53% of the 35-44 group** and **43% of the 45 and older group** found themselves retelling their incident and information to multiple people at the insurance agency handling their past claims.

**Extensive experiences with phone tag.**

**55% of Millennials, 52% of the 35-44 group** and **37% of the 45 and older group** recalled playing phone tag with the adjuster handling their claim.

**Desire for group texting.**

**53% of Millennials, 60% of the 35-44 group** and **34% of the 45 and older group** said they would participate in a group texting conversation with their insurance company and another party, such as an agent, body shop or tow company, to resolve their claim.

**Desire to save their insurance company's phone number.**

**69% of total respondents** said they would save an insurance company's text number to their phone's contacts.

**Preference for insurance providers who text.**

**61% of Millennials** and **58% of the 35-44 group** said they would prefer to buy a policy from an insurance company that offers text messaging over a company that does not.