

What's New in 2016?

The 2016 study explores new topics, including:

- **Linking the shopping journey to the purchase experience:** Which elements of the shopping process impact the Purchase Experience Customer Satisfaction Index?
- **Digital Channels for Insurance Shopping:** How often are customers employing digital channels for insurance shopping? To what extent has this changed? Where do traditional agency and call center channels fit in to the experience when customers use digital channels?
- **Role of Price:** How frequently are shoppers selecting the lowest-priced insurer? What is the break point at which shoppers will switch to the lowest-price insurer? How do the presentation and awareness of discounts play a role?

Also new for 2016, subscribers will have access to the following:



The J.D. Power Millennials Insight Report: The Customer Experience Perspective,SM which is an extensive, cross-industry customer experience report that defines the market segment—their likes and dislikes, behaviors and attitudes, how they like to be served, and how that might change over time—so that companies have a solid understanding of how to design a customer experience that addresses this population's wants and needs

The J.D. Power Voice of Experience (VoX) online analytical tool, which includes your company's detailed performance on key metrics in the study and allows you to customize data so you can analyze your competitive position

STUDY AT A GLANCE

Publish Date:	Press Release Date:	2016 Sample Size:
April 27, 2016	April 29, 2016	17,058

Why Buy the Study?

In a mature industry such as property and casualty insurance, where the growth of one insurance company typically comes at the expense of another, it is imperative that insurers know why customers are shopping and switching to certain companies and not to others.



The *J.D. Power 2016 U.S. Insurance Shopping StudySM* provides an in-depth look at the entire auto insurance policy selection process to understand which customers are shopping; what triggers their shopping; their attitudes toward and perceptions of auto insurance brands; and how they make their final purchase decision.

The study explores the most critical drivers of winning new in various segments of the market:

Sales channels [agent, website, call center, aggregators]	Insurer business model comparison	Generation	Customer segmentation
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The study provides insights into how insurers can continue to improve customer satisfaction with the shopping and purchase process. The study provides a broad understanding of how carriers can improve the purchase experience across three key touch points:

- Distribution Channel
 - Agent or Broker
 - Call Center Service Representative
 - Website
- Policy Offering
- Price

A study subscription provides access to the insights and tools needed to gain a comprehensive, in-depth understanding of how your company is performing and to identify key areas needing improvement.

This study publishes in four waves, allowing subscribers to more accurately track their results throughout the year.

Study deliverables include:

- **Customized executive presentation** and in-person discussion that includes data-driven, actionable recommendations for achieving such strategic goals as closing performance gaps with key competitors and/or highest performers in the study
- **Competitive survey data and industry reports** created by J.D. Power
- **Analytical tools** for performance insights and peer comparisons
- Ongoing **thought leadership**, including white papers and access to webinars on vital industry topics

beyond measure

Knowledge that enlightens, enables, and empowers everyone in the commerce ecosystem—customers, companies, and brands alike.

Industry Benchmarks: the measure of success

J.D. Power Benchmarks are the key indicators, drivers, and comparisons of how companies perform relative to their competitors. Only J.D. Power delivers the actionable insights across industries that help businesses improve quality, engagement, and growth. Industries served include:

- Automotive
- Financial Services
- Insurance
- Utilities & Infrastructure
- Travel
- Technology, Media & Telecom
- Healthcare
- Home Improvement
- Government
- ...and more

Solutions that measure up

Integrating the Voice of the Customer, your vision plus our industry-specific expertise, J.D. Power creates customized solutions that drive a better customer experience—and better business results.

Data & Analytics

J.D. Power's data and analytics are powered by the *Power Information Network*® (PIN). PIN gathers millions of retail transactions covering 250 data points from more than 12,000 franchise dealerships across North America with updates daily.

- Automotive Industry & OEM Solutions
- Automotive Retail Solutions—PowerDealer
- Automotive Valuations—NADA Used Car Guide
- Automotive Media & Marketing Solutions
- Insurance—Total Loss Valuation
- Financial Services—Auto Lending: PIN Navigator

Advisory Services

J.D. Power's advisory services leverage our proprietary benchmarks, analytics, models and our vast array of data. Our global team of experts are recognized as industry leaders.

- Customer Experience Management
 - Measurement & Management
 - Customer Experience Strategic Assessment
 - Contact Center Solutions
 - Mystery Shopping
 - VoX 360
- Automotive Product Consulting
- Automotive Retail Consulting
- Automotive Pricing & Incentives
- Automotive Media & Marketing
- Proprietary

Learn more about how J.D. Power can create solutions that drive a better customer experience—and better business results at: