



Value of Staying in Touch with Insureds



Introduction

Would you feel important if a friend or family member only communicated with you when they needed something?

Of course not. Healthy relationships benefit both parties and engender mutual respect and trust. To foster such a relationship, open and frequent communication is essential. If you are wondering, what does this have to do with running your brokerage – it has everything to do with it. You know better than anyone that insurance is a relationship business. By staying in touch with insureds on a frequent basis, you establish greater client trust and loyalty that is truly invaluable to your business.



The Benefits of Consistent Communications

Consistency is key in keeping in touch with your customers and prospects. We are creatures of habit, and maintaining a consistent communications cadence is an important part of becoming part of your customers and prospects day-to-day existence. Benefits of consistent communication include:



Reinforces your brand's value.

The more often you send helpful content to clients and prospects, the easier it is for recipients to keep your brand top of mind.



Elevates your role as a trusted advisor.

Proactively sending your customers and prospects information about products they might not know about; how to save money on their insurance; and/or new coverage configurations based on a recent life event they've experienced showcases your expertise and conveys that you have their best interests at heart.



Fosters customer loyalty.

Communicating only when it's time to renew or upsell not only leaves a bad impression, it can result in lost business. Proactively communicating on a regular basis with helpful news or information engages customers and prospects, and demonstrates that you're willing to go above and beyond with your service, which improves customer loyalty.



Balancing Quantity and Quality of Communications

The #1 reason why individuals flag emails as spam is they receive too many, too often from a business. It is important to closely monitor the frequency of your communications and your recipients' engagement. Email statistics can ultimately tell you how often your customers and prospects prefer to be contacted. In order to prevent them from disengaging, below are some email frequency guidelines:



Information emails:

Send as needed. These types of emails should provide customers with information that is needed or expected. An example of this type of communication would be if you need to communicate a client's policy change.



Newsletters:

Send no more than once a week and at least once a month. Newsletters should keep customers and prospects informed about your business and brand. An example of this type of communication would be How-To articles, organizational changes, seasonal announcements, among others.



Promotional emails:

Send 2 – 3 per list per month. Promotional emails should increase awareness about your products or services and generate revenue. An example of this type of communication would be Bundle & Save promotions, holiday promotions, and more.



Conclusion

Staying in touch with customers on a regular basis can benefit your brokerage in many ways.

However, you must approach it with balance and the right content and message. Over communicating irrelevant information will ultimately become background noise for clients that they'll quickly tune out. Keeping them engaged with information they find interesting and valuable at the right frequency can strengthen your insured relationships, leading to increased loyalty and renewals. Use the tips in this article to develop your customer communications plan.

