

Beyond transactions: Why communications are essential to the insurance industry

Insurance customers value communications from their insurers, and expect accurate, timely, and relevant communications through their preferred channel. By delivering those things, you build trust with customers and members for long-lasting relationships.

The insights below come from a Computershare survey of 400 Canadian insurance customers and their attitudes to the communications they receive from their insurance provider.

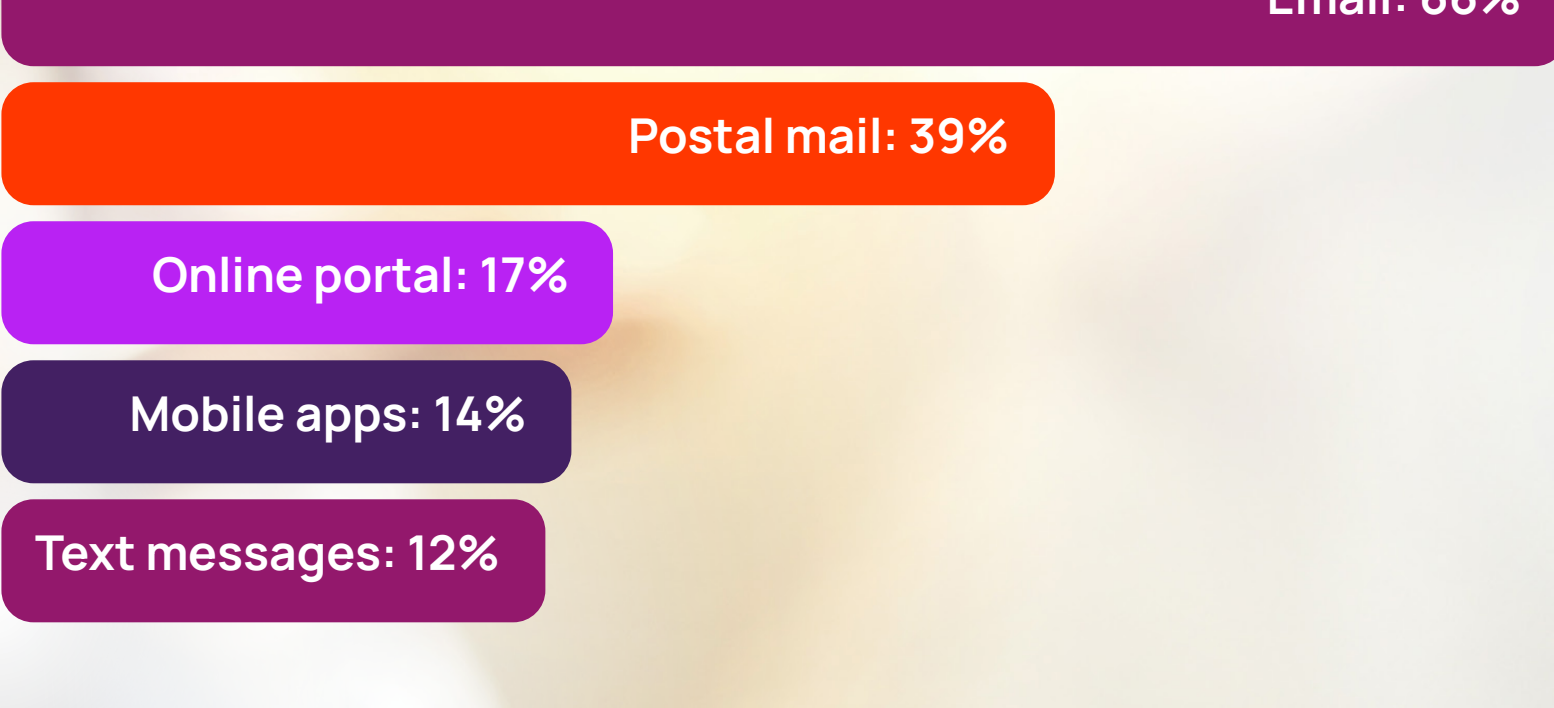


Do customers see value in essential communications?

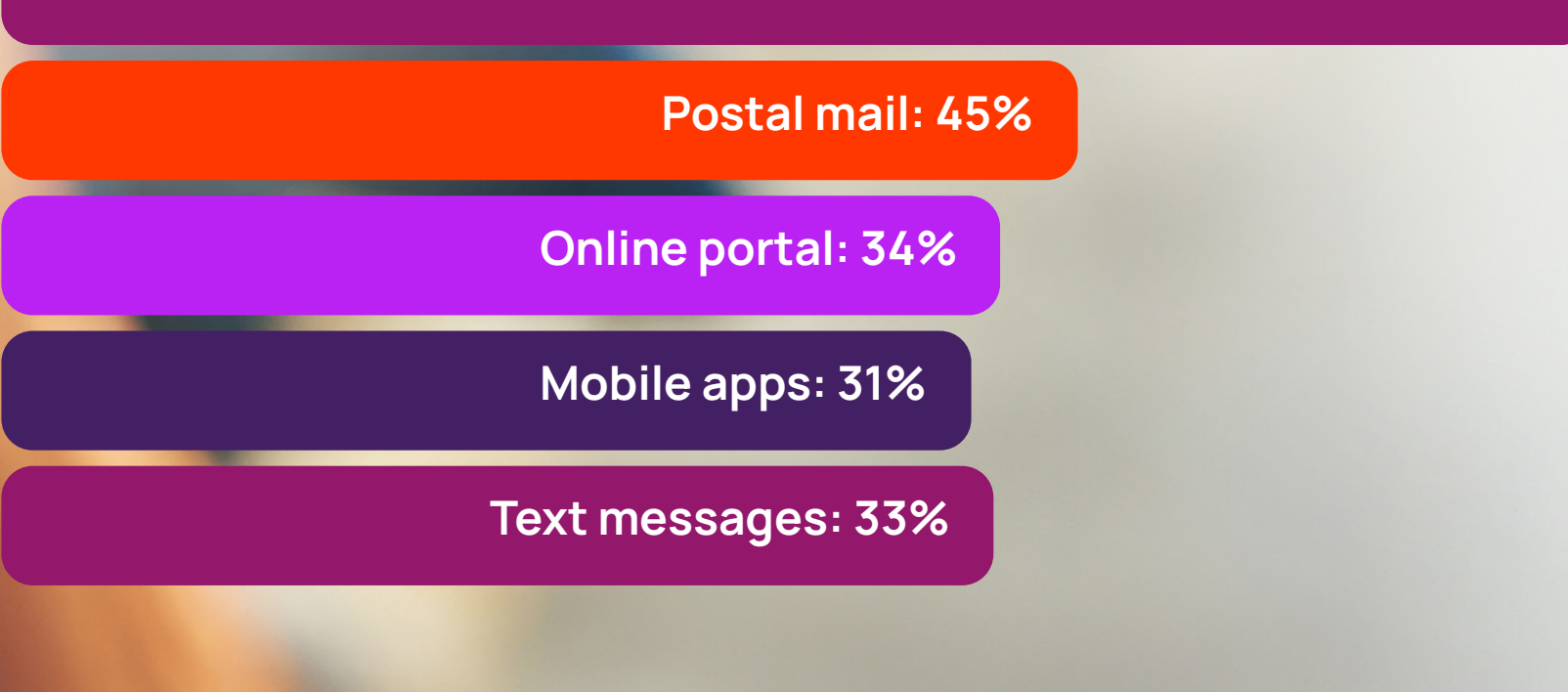
70% of customers find insurance communications valuable with over two-thirds saying they appreciate their insurance provider communications.



How do banking customers currently receive communications?

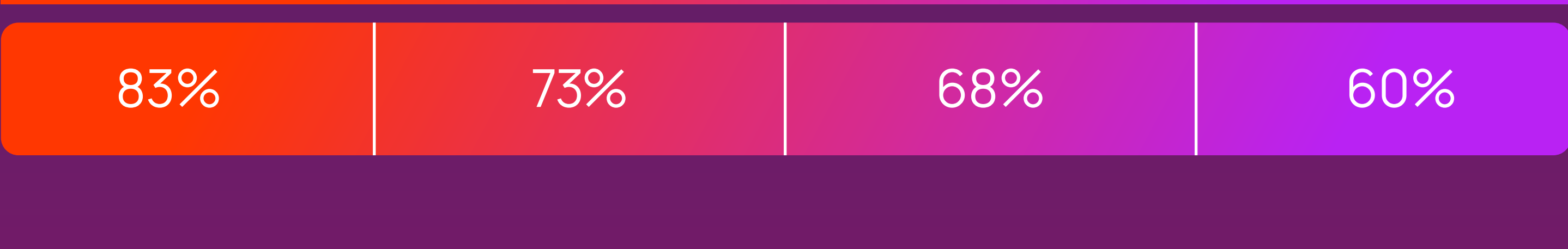


What are their preferred communication channels?



Are communications meeting customer needs?

Overall, 71% say their provider communications mostly or completely meet their needs. Older generations are more satisfied with their provider's communication experience compared to younger generations.



In their own words: customers share their thoughts

- “ Essential communications from my insurance provider [are] professional, caring, and warm.
- “ Very informative and explains everything I need to know.
- “ Hard to understand.
- “ Too long to read.



What customers look for in insurance communication

There are certain characteristics insurance customers value in their communications:

- 1 Accuracy
- 2 Easy to understand
- 3 Clear instructions on next steps
- 4 Conciseness
- 5 Personalized

Consumer behaviour regarding unclear communications

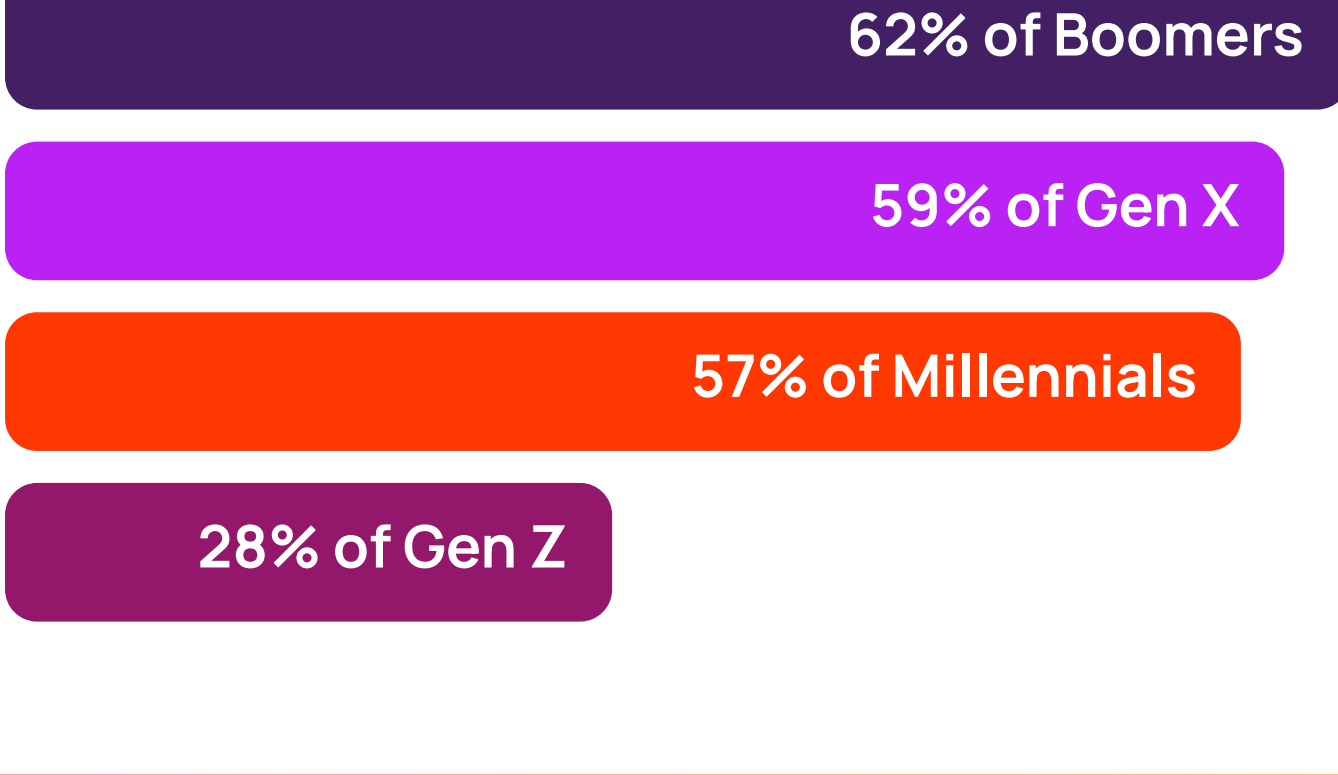
When insurance customers receive unclear communications, their most common reactions are confusion and annoyance. In fact, 38% say they would consider switching providers—though Boomers are less likely to switch than other generations.

Likelihood of switching	
Gen Z	40%
Millennials	41%
Gen X	43%
Boomers	25%



The importance of clear communications

Clear communications, on the other hand, build trust. Over half (51%) of customers said clear communications make them trust insurers much more. Across most generations, those numbers are fairly high:



Survey participants

- 25% Gen Z
1995 - 2008
- 25% Millennials
1981 - 1994
- 25% Gen X
1965 - 1980
- 25% Boomers
1955 - 1964

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At Computershare, we turn our client's complex data into clear, compliant communications that build trust and drive results. With deep expertise across regulated industries, we know what's at stake when every message matters. For over 30 years, we've worked with some of the world's most recognized brands, delivering their communications accurately, securely, and on time.

From strategy, design, and composition to multi-channel delivery and digital archiving, our comprehensive solutions help you engage customers and members, build stronger relationships, reduce risk, and deliver measurable business outcomes. When communications are critical, clients trust us to deliver confidence in every communication.

Enhance your communications.



Get in touch to learn how we can transform your communications by scanning the QR code or visiting www.computershare.com

Survey details: Computershare engaged Dynata to undertake research into consumer attitudes towards transactional communications. The information presented focuses on the survey responses of 400 Canadian insurance customers aged 18-69 years. The data was collected in May, 2025.

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