

# Claims interviews.

## Key insights

- Good experience overall, but highly variable.
- Sometimes considerable elapsed time
- Frustrations we can try and resolve
- Some customers relied heavily on adviser
- Others wanted to do a lot themselves
- All require support one way or the other



# Documentation research.

## Key insights

- Digital is preferred over hard copy
- App/portal to access docs
- Terms/acronyms confusing
- Multiple sources of advice/research

