

# Personalized service—without in-person meetings

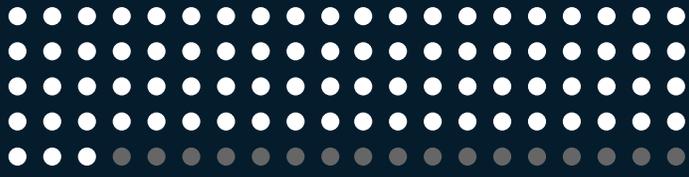
In-person insurance meetings have often lacked the empathy customers crave. McKinsey research in China conducted after the onset of the pandemic shows that virtual interactions are more effective.

## Customers want empathetic, personalized service.

“What level of advice do you desire for your financial decisions?”

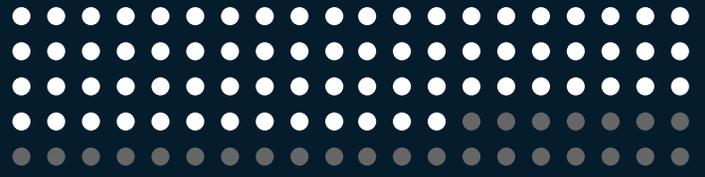
% agree or strongly agree

“I hope my agent can empathize and see problems from my perspective.”



83%

“I hope my agent can give me personalized products and services based on my needs.”

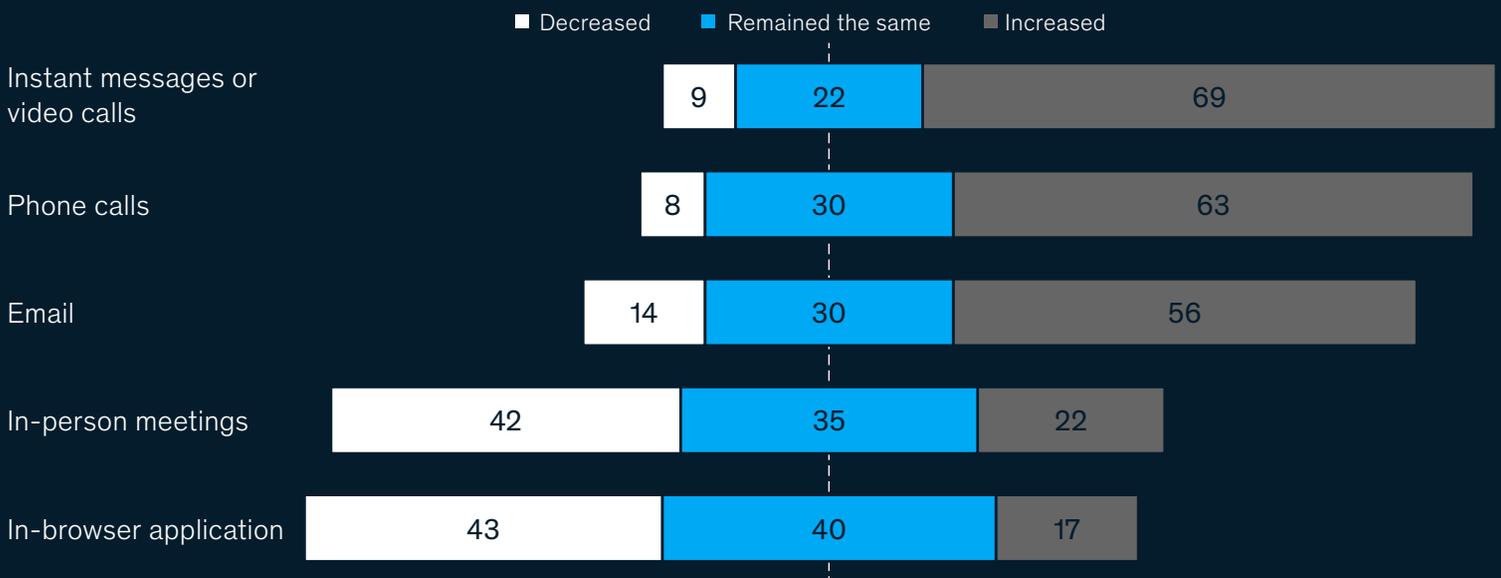


73%

## Virtual interactions between insurers and customers skyrocketed after the onset of the pandemic.

“How has the frequency of interactions with your insurer in various channels changed compared to pre-COVID?”

% of respondents<sup>1</sup>



## Customers are having significantly more efficient interactions with insurers.

“How has the efficiency of interactions changed compared to pre-COVID?”

% of respondents

■ Less efficient ■ Remained the same ■ More efficient



*The pandemic has shocked insurance agents and customers into the next normal, in which digital engagement is the default. This change is here to stay. Are you prepared?*

Source: Online survey of 210 insurance agents conducted from April 27 to April 30, 2020. The regions addressed in the survey were Beijing, Guangdong, Hebei, Henan, Hubei, Liaoning, Shandong, Shanghai, Shanxi, Tianjin, and Zhejiang.

<sup>1</sup> Figures may not sum to 100%, because of rounding.

For more information, contact:

**Enoch Chan**  
Associate partner, Hong Kong  
Enoch\_Chan@McKinsey.com

**Bernhard Kotanko**  
Senior partner, Hong Kong  
Bernhard\_Kotanko@McKinsey.com