QUEST
Professional Center

PROFESSIONAL TRAINING COURSE

Course No. 1915

Voice of Customer Analytics for Insurance Training Course

INSURANCE CUSTOMER EXPERIENCE & SERVICE
INSURANCE & RISK MANAGEMENT

DURATION	DELIVERY
5 Days	**Classroom**

Course Overview

The Voice of Customer Analytics for Insurance Training Course provides a comprehensive and practical framework for transforming customer feedback, opinions, complaints, reviews, survey results, and interaction data into actionable insights that support better insurance decisions and enhance customer experience. The course focuses on how insurance organizations can systematically capture, analyze, interpret, and act upon customer intelligence across the insurance lifecycle.

Participants will explore advanced approaches to understanding customer expectations and needs across product development, underwriting, policy administration, claims, renewals, distribution, digital channels, and customer service. The program connects customer feedback analytics with operational performance, customer satisfaction, retention, loyalty, profitability, and service quality.

The course also examines data analytics, text analytics, sentiment analysis, customer segmentation, trend analysis, and predictive analytics to identify recurring customer needs, dissatisfaction drivers, service pain points, emerging expectations, and opportunities for product and process improvement.

Particular emphasis is placed on customer data governance, data quality, privacy, information security, analytical risk management, and translating customer insights into measurable business initiatives. Through insurance-focused case studies, practical exercises, and applied workshops, participants will develop an integrated approach to using Voice of Customer Analytics to strengthen customer-centric decision-making and organizational performance.

Objectives

- By the end of this course, participants will be able to:
- Analyze the strategic importance of Voice of Customer Analytics within insurance organizations.
- Identify and evaluate major sources of customer feedback and customer intelligence.
- Design structured approaches for collecting customer feedback across multiple touchpoints.
- Apply analytical techniques to identify customer needs, expectations, pain points, and behavioral patterns.
- Analyze customer sentiment and recurring themes within complaints, reviews, surveys, and

service interactions.

- Segment insurance customers according to needs, behaviors, preferences, value, and experience characteristics.
- Evaluate customer experience throughout the insurance customer journey.
- Develop performance indicators for measuring customer satisfaction, experience, loyalty, and retention.
- Use customer analytics to identify dissatisfaction drivers, retention risks, and service improvement opportunities.
- Translate customer insights into actionable recommendations for products, processes, channels, and services.
- Strengthen collaboration between customer experience, claims, underwriting, sales, operations, marketing, and analytics functions.
- Apply appropriate governance, privacy, security, and data-quality practices to customer analytics.
- Develop management dashboards and reports that communicate customer insights effectively to decision makers.
- Apply predictive analytics to anticipate customer needs and potential dissatisfaction.
- Develop an actionable Voice of Customer Analytics framework aligned with organizational priorities.

Who Should Attend

This course is designed for insurance executives, senior managers, department heads, and decision makers responsible for customer experience, business performance, service quality, and strategic development. It is particularly relevant to leaders and professionals working in customer experience, claims, underwriting, policy administration, sales, distribution, marketing, digital transformation, operations, and customer service.

The program is also suitable for specialists working in data analytics, business intelligence, customer insights, market research, product development, complaints management, quality management, process improvement, and strategic planning who need to transform customer information into meaningful business intelligence.

The course is especially valuable for insurance organizations seeking to establish a stronger customer-centric operating model and use customer data and feedback to improve products, services, operational efficiency, customer retention, and long-term customer value.

Learning Outcomes

- Upon successful completion of the course, participants will be able to:
- Build a structured Voice of Customer Analytics framework for an insurance organization.
- Map customer touchpoints and identify critical moments that influence customer experience.
- Collect and consolidate customer feedback from surveys, complaints, reviews, calls, digital channels, and operational interactions.
- Analyze qualitative and quantitative customer data to identify meaningful patterns and trends.
- Apply sentiment and thematic analysis to customer comments and service interactions.
- Identify key drivers of customer satisfaction, dissatisfaction, loyalty, and attrition.
- Develop customer segments based on behavioral, demographic, value, and experience characteristics.
- Analyze insurance claims and service experiences from the customer's perspective.
- Connect customer insights with operational, financial, and performance indicators.
- Develop dashboards and management reports that communicate customer intelligence clearly.
- Identify emerging customer expectations and potential service issues.
- Apply predictive analytics to identify customers or processes requiring proactive intervention.
- Prioritize customer experience improvement initiatives according to business impact.
- Establish appropriate controls for customer data quality, privacy, security, and analytical governance.
- Develop a practical roadmap for embedding Voice of Customer Analytics into insurance decision-making.

Course Outline

DAY 01

Foundations of Voice of Customer Analytics in Insurance

- Understanding Voice of Customer and its strategic role in customer-centric insurance organizations.
- The evolution of customer analytics and its impact on the insurance industry.
- Customer feedback sources: surveys, complaints, calls, reviews, digital channels, and operational interactions.
- Mapping the insurance customer journey and identifying key customer touchpoints.
- Identifying critical moments that influence satisfaction, loyalty, and retention.
- Connecting customer insights with operational, financial, and strategic performance.
- Designing an integrated framework for collecting and analyzing customer intelligence.

> **PRACTICAL APPLICATION**
>
> Build an insurance customer journey map and identify key touchpoints and customer data sources.

DAY 02

Customer Data Analytics and Understanding Customer Needs

- Principles of customer data analytics within insurance organizations.
- Customer data preparation, validation, quality, and consistency.
- Analyzing customer surveys and satisfaction results.
- Analyzing complaints and customer feedback.
- Text analytics for customer comments, reviews, and service interactions.
- Sentiment analysis and identification of recurring customer themes.
- Identifying the key drivers of customer satisfaction and dissatisfaction.
- Customer segmentation based on needs, behaviors, value, and preferences.
- Identifying gaps between customer expectations and actual service delivery.

DAY 02 — CONTINUED

> **PRACTICAL APPLICATION**
>
> Analyze a customer dataset to identify major satisfaction and dissatisfaction drivers and recurring themes.

DAY 03

Customer Experience Analytics Across Insurance Products and Processes

- Analyzing the customer experience during insurance product acquisition.
- Evaluating the underwriting and policy issuance experience.
- Analyzing policy servicing, amendments, and renewal experiences.
- Evaluating the claims submission and settlement experience.
- Analyzing distribution channels and customer service performance.
- Identifying customer pain points and friction across insurance processes.
- Linking customer complaints with operational performance indicators.
- Identifying causes of service delays and poor customer experience.
- Using customer insights to improve insurance products and services.
- Analyzing the relationship between customer experience, retention, and long-term customer value.

> **PRACTICAL APPLICATION**
>
> Analyze an insurance claim journey from the customer's perspective and identify opportunities for process and experience improvement.

DAY 04

Advanced and Predictive Voice of Customer Analytics

- Moving from reactive customer feedback analysis to proactive customer intelligence.
- Applying predictive analytics to identify potential customer dissatisfaction.
- Identifying customers at risk of cancellation, churn, or non-renewal.
- Analyzing factors influencing customer loyalty and retention.

DAY 04 — CONTINUED

- Detecting unusual patterns and emerging issues in customer complaints.
- Applying artificial intelligence and advanced analytics to customer interactions.
- Analyzing unstructured data from calls, comments, messages, and reviews.
- Identifying emerging trends in customer expectations and behaviors.
- Developing early-warning indicators for deteriorating customer experience.
- Converting analytical findings into proactive customer interventions.

PRACTICAL APPLICATION

Develop a simplified analytical model for identifying customers or processes at higher risk of customer experience problems.

DAY 05

Voice of Customer Governance and Decision-Making

- Customer data governance and ownership responsibilities.
- Data quality and reliability of customer analytics.
- Customer privacy and information security.
- Managing analytical and model risks in customer intelligence.
- Designing customer experience performance indicators.
- Developing customer intelligence dashboards and executive reports.
- Communicating customer insights effectively to senior management and decision makers.
- Prioritizing customer experience improvement initiatives based on business impact.
- Linking Voice of Customer Analytics with strategy, performance, profitability, and growth.
- Establishing a sustainable operating model for customer intelligence.
- Developing an implementation roadmap for Voice of Customer Analytics within insurance organizations.

FINAL WORKSHOP

Develop an integrated Voice of Customer Analytics framework for an insurance organization, covering data sources, analytical methods, performance indicators, governance requirements, improvement priorities, and an implementation roadmap.

Register or Request More Information

Course page: https://quest-training.com/courses/voice-of-customer-analytics-for-insurance-training-course
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