

BUILDING A CUSTOMER JOURNEY FRAMEWORK TO REDUCE CLAIMS FRUSTRATION

BUSINESS PROBLEM

A national insurance provider was facing increasing customer dissatisfaction during the claims process. Policyholders reported inconsistent communication, long cycle times, and confusion over next steps, resulting in higher churn and increased call center volume.

Problems:

- Lack of visibility into the end-to-end claims journey
- Disjointed handoffs between adjusters, underwriters, and service reps
- Reactive rather than proactive communication with policyholders
- Rising complaint volumes and a drop in renewal rates

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We knew claims were a pain point because customers told us so, but we couldn't see exactly where the friction was happening across teams and channels."

— Director of Claims Operations,
Insurance Provider

SOLUTION

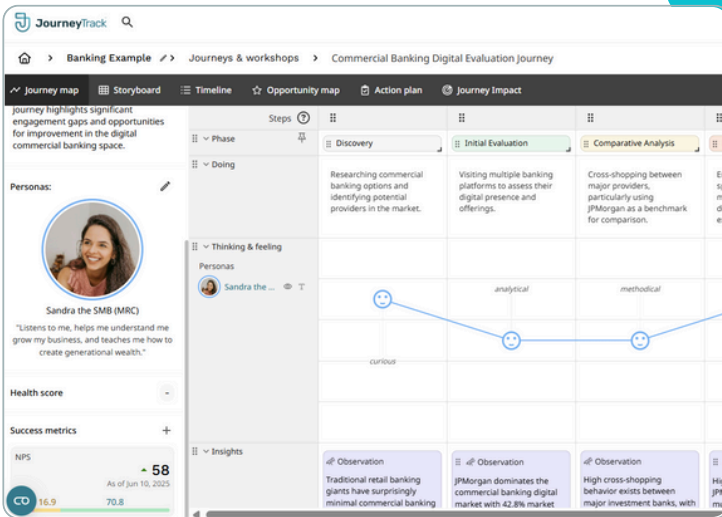
The insurer adopted JourneyTrack to map and analyze the end-to-end auto claims journey. By bringing together data from various systems, they built a single, dynamic view of both the customer and employee experiences. JourneyTrack enabled cross-functional teams to workshop pain points and prioritize high-impact improvements, such as introducing proactive status

notifications and simplifying documentation requests.

Key Benefits for the Team:

- Dynamic maps connecting internal processes with customer touchpoints
- Real-time collaboration between previously siloed teams
- Tagged insights to prioritize opportunities by impact and effort
- A shared, visual framework for aligning CX and operational goals

RESULTS



Impact of Utilizing JourneyTrack:

- 22% reduction in average claim cycle time, thanks to streamlined handoffs and clearer task ownership.
 - 18% decrease in inbound service calls, driven by proactive claim status updates.
 - 11-point increase in customer satisfaction scores during the claims process.
- Notable reduction in churn among policyholders who filed claims, reversing a two-year downward trend.
 - Faster prioritization of digital investments, focusing on the steps that drove the most frustration and cost.

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JourneyTrack gave us the visibility to turn claims from a black box into a clear, actionable framework. We can now fix root causes, not just symptoms—and that’s showing up in our retention numbers.”

— VP of Customer Experience,
Insurance Provider

BOTTOM LINE

Before JourneyTrack, the claims process was fragmented and opaque for both customers and internal teams. Now, the insurer has a living journey framework that guides strategic investment, reduces customer effort, and improves operational efficiency. The result is a faster, clearer, and more trusted claims experience that drives loyalty in a competitive market.