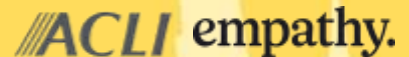




2026 LIFE INSURANCE AND ANNUITY CONFERENCE

The Power of Promise

A Blueprint for
Generational Loyalty:
Unpacking the Claims
Experience





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Carriers pay out billions, but are losing the
next generation of customers

U.S. life insurance carriers pay

\$100B+

in death benefits
every year

Fewer than

1 in 10

Beneficiaries ever purchase
a policy of their own

We asked hundreds of beneficiaries what actually happens during the claim



Phase 1
Quantitative Survey

- 270 life insurance beneficiaries
- Needs, pain points & support reactions



Phase 2
In-Depth Interviews

- 12 participants, 30-minutes each
- Experiential context behind the numbers

Post-claim perception predicts future business more than anything else

How beneficiaries perceive the insurer after the claim is the single strongest driver of both recommendation ($\beta = .46$) and purchase intent ($\beta = .36$)

Non-satisfied beneficiaries say that a better claims experience would have meaningfully increased their:

78%

Willingness to recommend the carrier

71%

Likelihood of purchasing a policy themselves

69%

Openness to explore new, additional products

Beneficiaries remember clarity and empathy, not speed or call frequency



What actually moves the needle

- Quality of communication
- Clarity of instruction
- Helpfulness of any pre-claim interactions
- Sense of compassion from the carrier



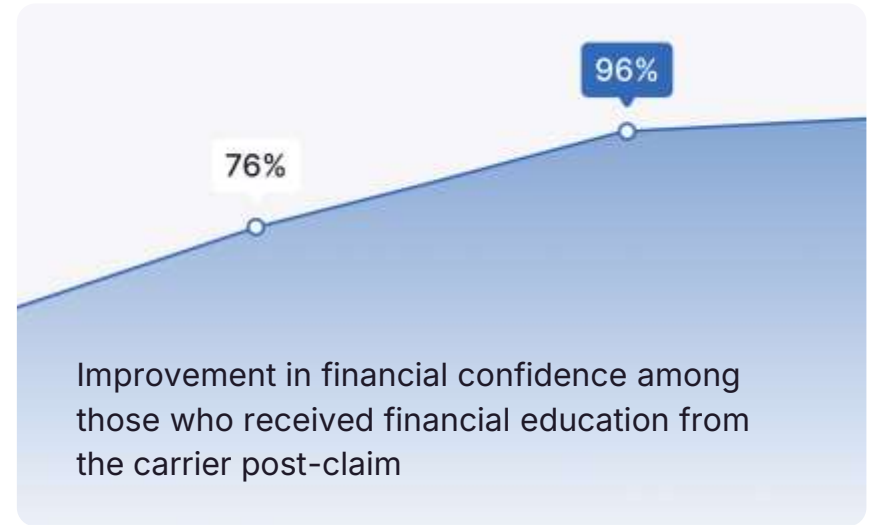
What has no independent effect

- Payment timeliness
- How frequently the carrier made contact
- Burden of documentation required

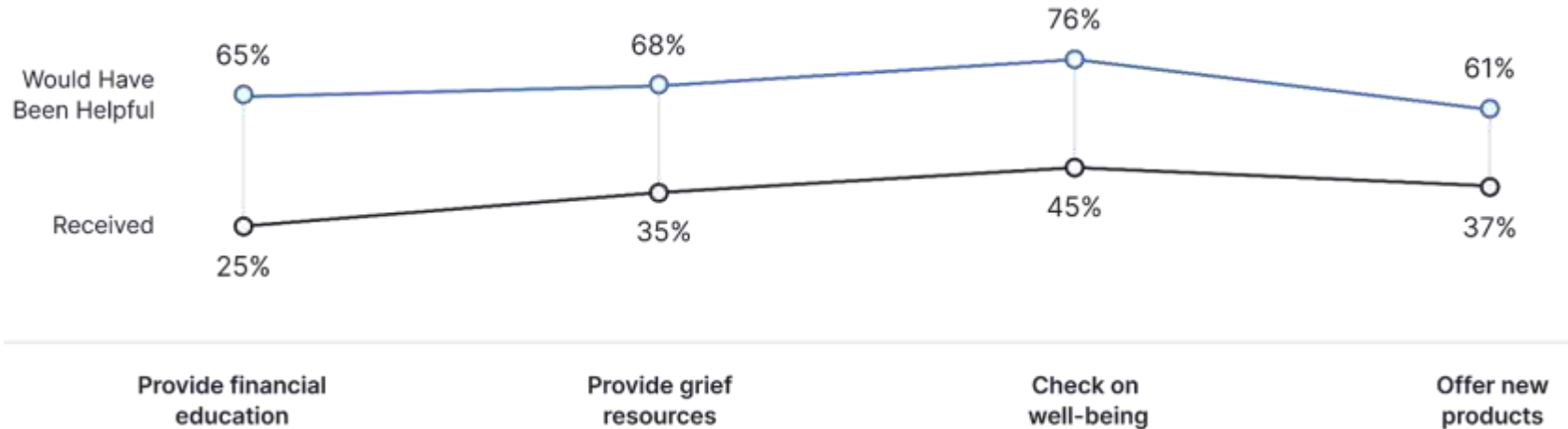
For beneficiaries, the claim isn't the end – they want carriers to stay engaged

84%

Would have found the insurer more appealing if they had offered dedicated support



The support beneficiaries need most is the support they receive the least



“

It would be nice if someone called to confirm I received the money and offered help on what to do next– investing, retirement, where to put it.”



Valda, 42

“

I needed [grief] counseling because it was so tragic... Condolences don't help over time, [but] that counseling does. My employer's EAP supported me.”





Tokisha, 50


Beneficiaries are ready to hear from you



What meaningfully increases openness to engagement:

-  Practical help **navigating paperwork** and next steps

-  Basic **financial education** relevant to their situation

-  Connection to **local grief resources** and support services

A roadmap for building generational loyalty

What mindset shift is needed to turn claims into a lasting relationship?

How can carriers show up more meaningfully for beneficiaries?

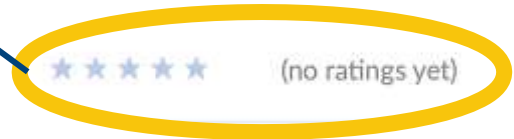
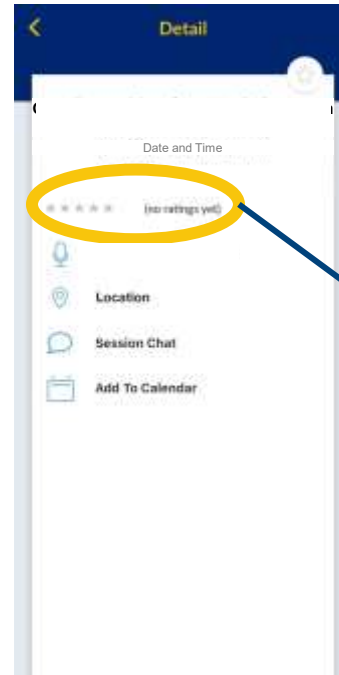
How do we close the gap between
needed and delivered support?

We Value Your Feedback — Share It in the Conference App

Module Option



Agenda Option



Thank You

LIMA LOMA



Society of Actuaries

ACL I empathy.

