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The Insurance Buyer Experience Report 2025

How insurance consumers value human connections and view AI in the modern buying journey

Many Insurance Consumers Are Open To AI, But They Won't Forsake Human Connections. **Neither Can Your Business.**

When we last published this report in 2022, inflation had started making a dent in consumers' wallets, and ChatGPT was about to take the world by storm. Since then, inflation has chilled out (a little) while the AI wars have heated up. AI has quickly become integrated into every part of our lives, from work to home to play—and our lives as consumers. Insurance brands wasted no time hitching their wagons to AI, aspiring to increase buying journey efficiency and provide the experiences that digital-age consumers demand.

But has AI lived up to the hype for insurance consumers, or has it foisted frustration and impersonal service upon them for the sake of efficiency and corporate penny-pinching? Can AI replace human agents in the insurance buying process? Is it all too much, too soon? That's what this report is determined to uncover.

We've found a surprising level of acceptance of insurance companies using AI to assist their customers during the buying process, but there are also strong signals of resignation, indifference, and outright rejection of getting help from AI agents. Insurance consumers aren't quite ready for a full-on AI takeover, and more so, they still overwhelmingly prefer human assistance when they're making high-stakes insurance purchases for auto, home, health, commercial coverage, and other products.

The big takeaway is that insurance businesses must strike the perfect balance of digital, AI, and the human touch and invest in cohesive AI strategies across the entire buying journey. This includes using AI in the background to help human agents perform at their best and provide fast, highly personalized experiences at every turn. In the rush to utilize the latest AI tech, insurance brands must make sure that consumers are ready for it and that it's not used to put up roadblocks to getting the personal human connection that they desire.

Read on to get the stats and see where insurance consumers—and your business—stand in this brave new AI-powered world.

About The Survey

For this report, we surveyed 1,000 consumers from the US and UK who researched and made a "high-stakes" purchase in the last 12 months in the following categories: automotive, healthcare, home services, insurance, financial services, telecommunications, and travel. For this study, a "high-stakes purchase" is defined as one that requires time to weigh options, research, and/or devote more thought to before making a decision, due to the complexity and/or cost of the vehicle, service, or product. Only US data from insurance industry respondents is used in this report version, excluding generational data, which is from all respondents. Individual industry data by generation was not statistically significant. Results may not total to 100% due to rounding and multiple selection options. The field survey was performed by Sago Online Research.

Most Insurance Consumers Have Encountered A Brand's AI, And Many Didn't Care

When insurance consumers are making high-stakes purchase decisions, they have a lot of questions, and there are many touchpoints along the way where they can get answers. That means there are also many opportunities for AI to step in and address their needs quickly. But are they really ready to let AI do the talking?

Only 13% of respondents reported never interacting with a brand's AI when making a high-stakes insurance purchase in the last year. The big question is, did they like it?

Most respondents reported that interacting with a brand's AI tools improved their buying experience. However, 26% said AI made no difference at all, and 29% said that AI made the buying experience worse.

13%
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Have not interacted with a brand's AI

45%
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AI made the buying experience better

26%
INVOCA
AI made no difference

29%
INVOCA
AI made the buying experience worse

Insurance Consumers Have Mixed Feelings About AI Assistants

Now for the mushy psychological bit—how does interacting with a brand's AI agents and tools make insurance consumers feel? When asked to select words that describe how interacting with AI during an insurance purchase made them feel, the results show mixed emotions, with 29% selecting "frustrated" and 39% feeling "skeptical." However, 32% felt "confident" and 24% were "curious." The AI apathy is present, with 18% selecting "indifferent."

Skeptical
Confident
Confused
Frustrated
Indifferent
Relieved
Curious

Many Insurance Consumers Feel Forced To Use Your AI

You always want to meet your insurance customers where they are, and forcing them into an AI workflow to get questions answered or make a purchase is not the way to do it. Most insurance consumers report feeling forced to use a brand's AI most or all of the time—not a good look for the CX enthusiasts among us.

Once they realize they're interacting with AI and not a human—whether that's via a text-based or voice-based agent—44% report feeling positively about it. Again with the AI ennui, 23% were neutral, 31% felt negatively, and only 2% said they couldn't tell if it was AI or not.

66%
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Say they feel forced to use a brand's AI

44%
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Feel positive about their AI interactions

23%
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Are indifferent

31%
INVOCA
Have negative feelings

2%
INVOCA
Can't differentiate AI from human assistance
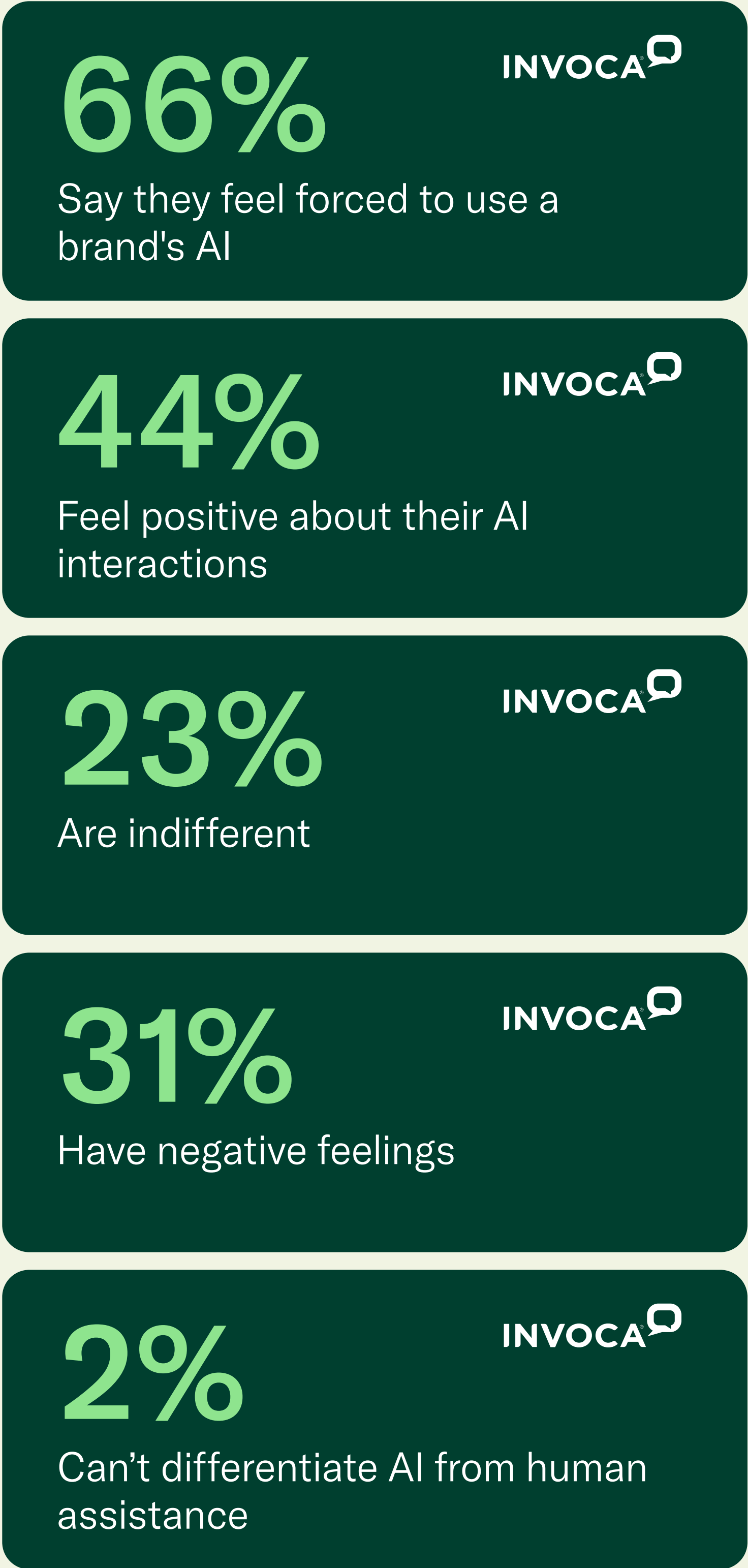
How Your Insurance Brand Uses AI Can Make Or Break Its Reputation

More often than not, insurance consumers are satisfied with the help they receive from a brand's AI during the buying process. However, 41% of those surveyed report feeling less valued as a customer when an insurance brand interacts with them via AI.

When An Insurance Business Uses AI To Interact With Customers, They Feel

41%
Less valued

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37%
More valued

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23%
Makes no difference

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Insurance consumers are satisfied with the help they receive from a brand's AI:

41%
Most or all of the time

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32%
Sometimes

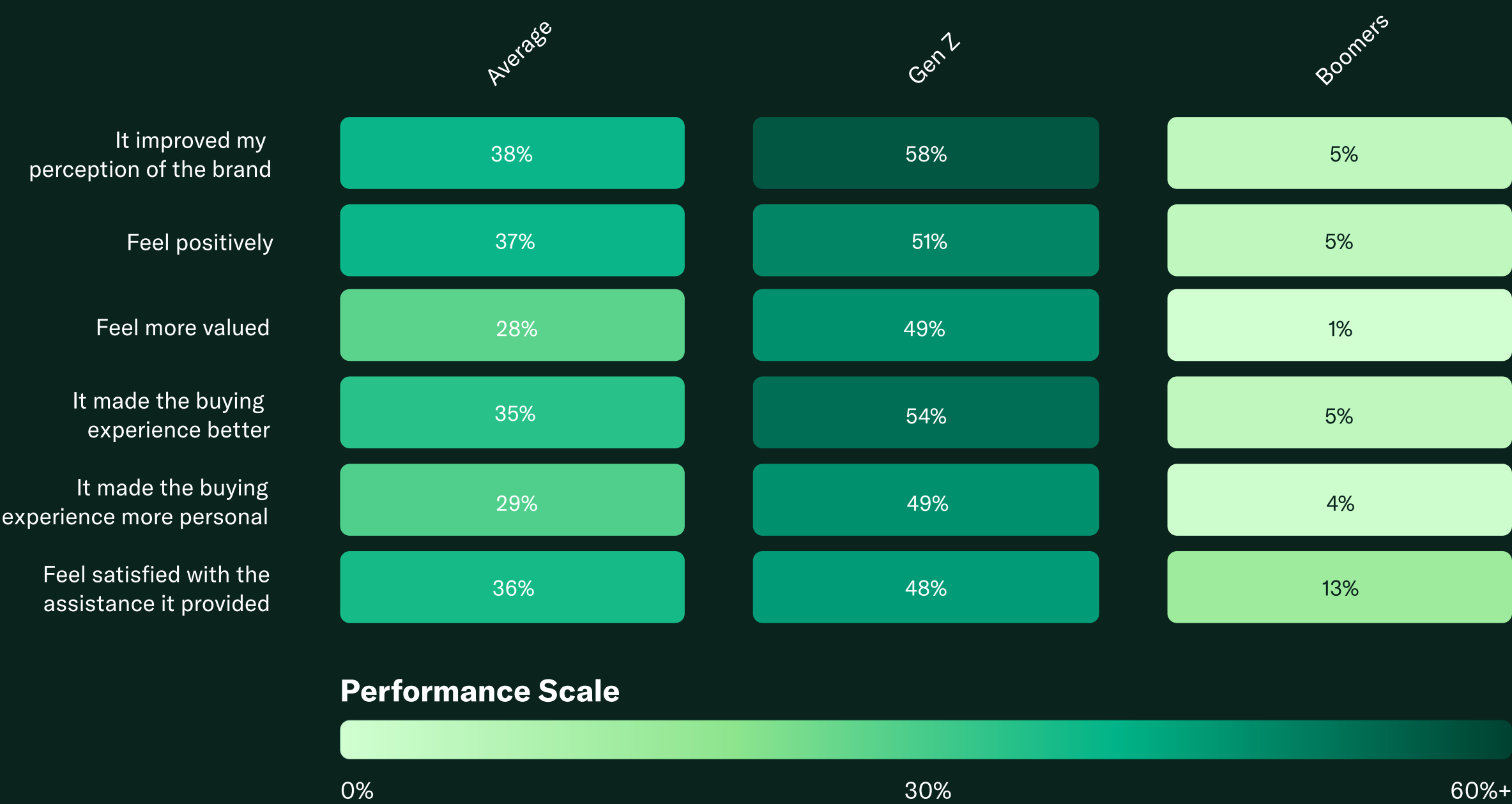INVOCA

27%
Rarely or never

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Know Your Audience: Age Matters When It Comes To AI Acceptance

If your insurance customers tend to be on the older side, you need to be particularly thoughtful about your AI implementation. Across the board, Boomers hold a much more negative view of AI, and Gen Xers don't like it much more.

Gen Z, on the other hand, thinks AI is lit. Nearly 60% of Gen Z consumers report having had a memorable positive experience with a brand's AI when making a high-stakes purchase, compared to only 14% of Boomers.

When Interacting With A Brand's AI

	Average	Gen Z	Boomers
It improved my perception of the brand	38%	58%	5%
Feel positively	37%	51%	5%
Feel more valued	28%	49%	1%
It made the buying experience better	35%	54%	5%
It made the buying experience more personal	29%	49%	4%
Feel satisfied with the assistance it provided	36%	48%	13%

Performance Scale

0%   30%   60%+

Insurance Consumers Are Wary Of The Answers That AI Provides

If you've heard of AI, you've likely heard of and possibly encountered hallucinations—when an AI system generates false or misleading information that sounds correct but isn't based on real data or facts. The generational divide is not consistently stark here. Around 40% of both Gen Zers and Boomers think AI is likely to provide incorrect or misleading information. However, more Gen Zers are still willing to trust the answers it gets from AI, at least most of the time (56%), compared to 20% of Boomers.

	Average	Gen Z	Boomers
Think AI is likely to provide misleading or inaccurate information	40%	40%	43%
Trust an AI assistant as much as a human	45%	56%	20%
Confident that AI can help resolve a complex issue	38%	45%	5%
Likely to abandon a purchase if AI assistance were all that was available	46%	45%	37%

Performance Scale

0%　　　　　　30%　　　　　　60%+
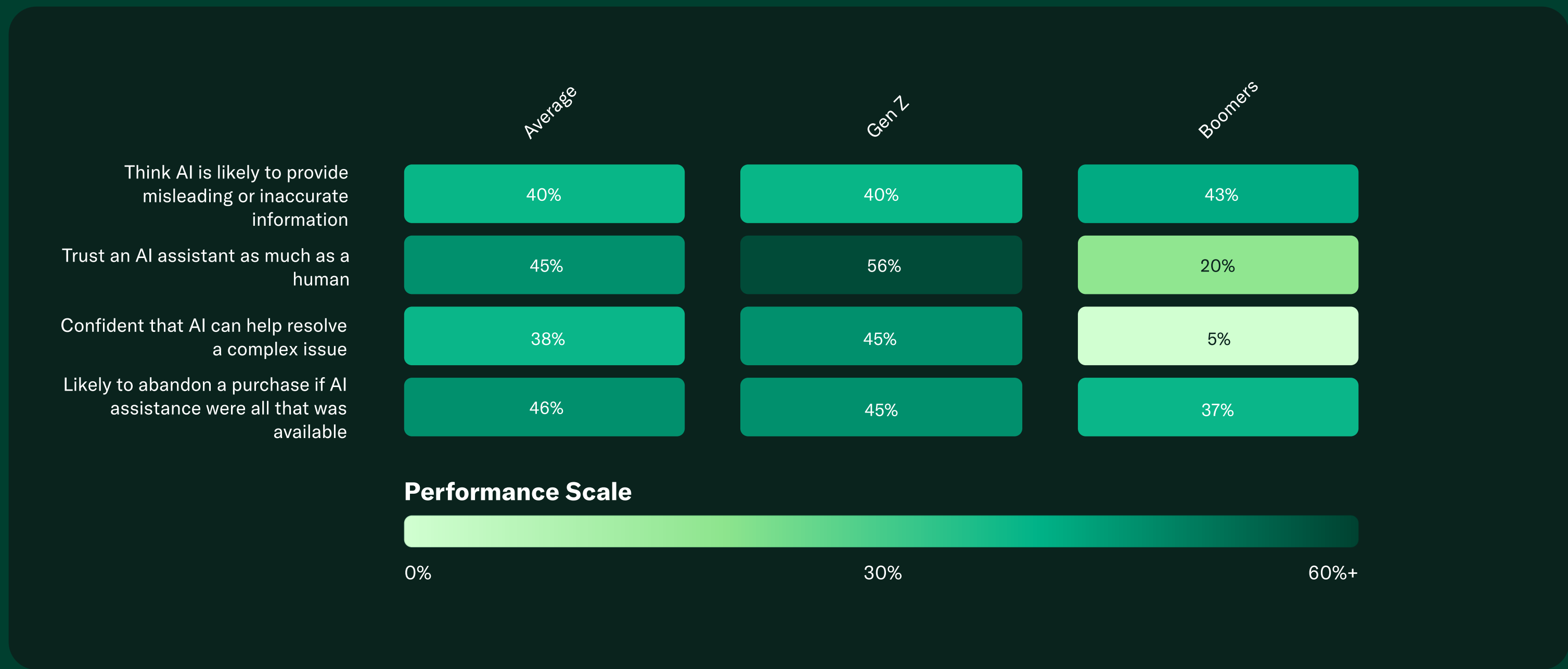
When Do Insurance Consumers Want To Use AI?

There is obviously some trepidation around using a brand's AI assistance when making high-stakes insurance purchases. However, there are situations where insurance consumers are entirely comfortable with or even prefer using AI in the buying process.

Simplicity and speed are key here. When the task is simple or it's just plain faster than a person, many insurance consumers prefer AI. But 56% think solving complex issues is the thing AI is worst at. It's also worth noting that 77% of insurance consumers said they'd be more willing to use AI if it were clear how they could speak with a person instead.

Surprisingly, only 28% prefer AI when they don't want to talk to a person, which seems like the perfect use case!

Insurance Consumers Prefer AI When

76%
Resolves issues faster than a human

36%
The task is **simple**

42%
They need **fast answers**

40%
It helps **avoid waiting** on hold

28%
They **don't want to talk** to a person

They Think AI Is The Worst At

56%
Solving complex issues

46%
Understanding **context** or nuance

41%
Providing **empathy**

43%
Personalizing communication

31%
Following through on requests
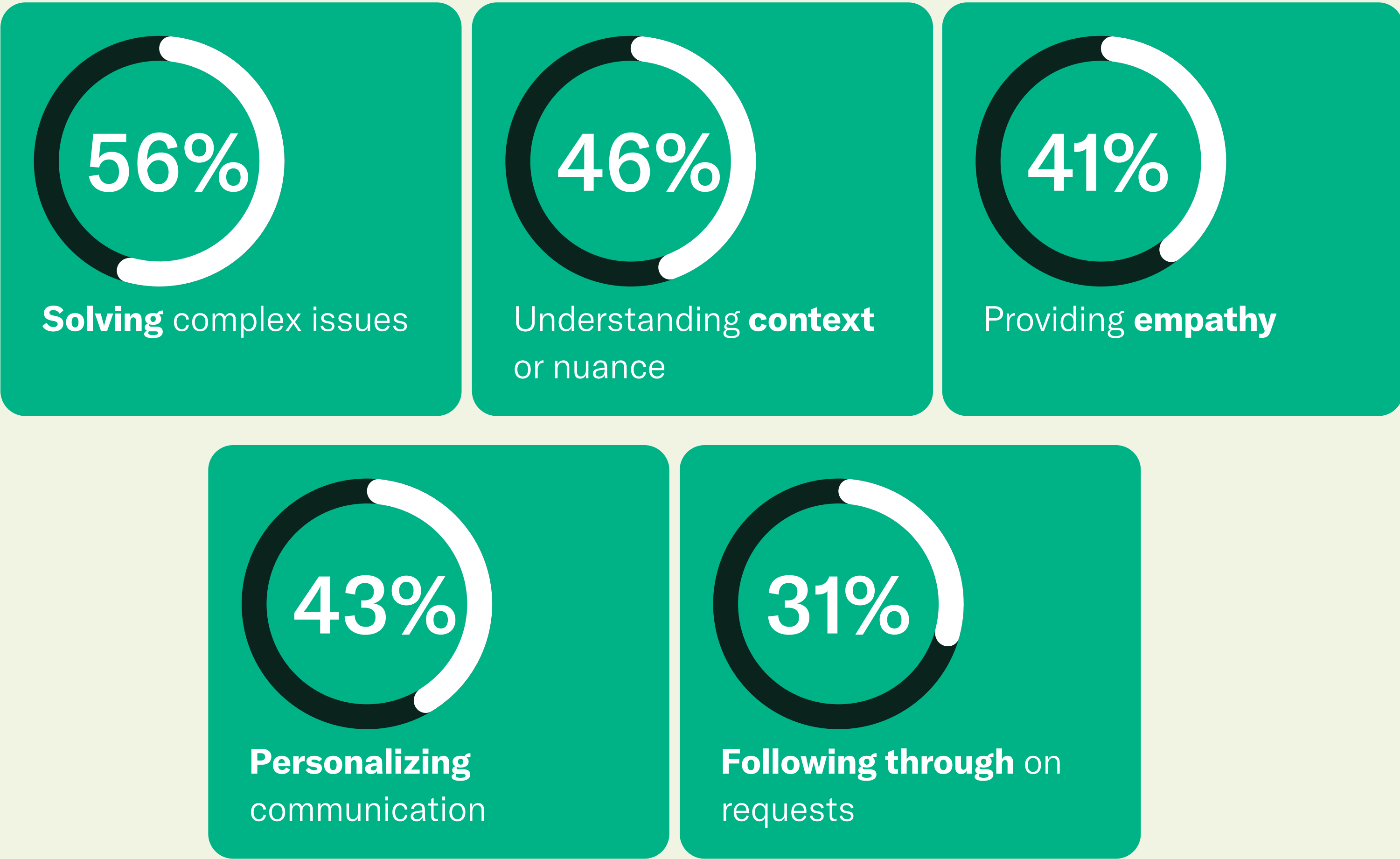
Insurance Consumers Are Optimistic About AI's Future—With A Few Changes

Not everybody is satisfied with the way AI works today, but 61% of insurance consumers are confident that it will become more helpful in the next three years. And 47% think AI will someday fully replace human assistance, though 28% of them won't be happy about it.

Survey respondents also shared their opinions on how to improve AI assistants. The top answer was "make getting human assistance faster," but many also want smarter responses and better personalization. Only 6% said they don't want to use AI at all.

61%
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AI will get more helpful in the next 3 years

47%
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Think AI will fully replace human agents someday

28%
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Won't like it

The One Thing That Would Most Improve The Experience With AI Assistants Is

40%

Quicker access to a human

24%

Smarter responses

17%

More **personalized** interactions

13%

Better voice or tone

6%

Nothing, **I don't want** to use AI

Many Insurance Consumers Are Using Generative AI To Research Their Purchases— Especially Younger Ones

We've covered how insurance consumers are using the AI assistants brands provide, but how are they using ChatGPT, Claude, Gemini, and other generative AI tools when researching their insurance purchase? About half of insurance consumers report using gen AI when researching a high-stakes insurance purchase. There's a generation gap here, too, with 61% of Gen Zers and sizable proportions of Millennials and Gen Xers saying they've used gen AI when doing research, while only 11% of Boomers have.

Have Used Generative AI To Help You Research A High-Stakes Purchase

Insurance Consumers	Gen Z	Millenials	Gen X	Boomers
49%	61%	57%	42%	11%

How Insurance Consumers Are Using Generative AI During The Buying Journey

41%

To compare different companies or brands

41%

To get a quick summary of product/service/pricing options

41%

To generate questions to ask a salesperson or provider

39%

To ask detailed questions I couldn't easily find answers to

37%

To help interpret reviews or customer feedback

36%

To better understand complex topics

Is Generative AI Replacing Traditional Search?

It's the question on every marketer's mind, and the answer is no. Insurance consumers making high-stakes purchases are far more likely to supplement standard search engine use with generative AI research than replace it.

Only 11% rely more on generative AI than search engines to inform their insurance purchase decisions, and only 2% mostly rely upon it. Again, there is a generation gap in most areas except those that mostly rely on generative AI.

	Insurance Consumers	Gen Z	Boomers
I use only search engines	41%	39%	65%
I use both, but rely more on search engines	40%	44%	19%
I use both, but rely more on generative AI	11%	14%	1%
I mostly rely on generative AI tools	2%	0%	0%
I don't use either	6%	3%	13%

Performance Scale

0%　　　　　　　　　30%　　　　　　　　　60%+

Human Connections Are Still Critical During High-Stakes Insurance Buying Journeys

Insurance consumers overwhelmingly value human connections while making a high-stakes insurance purchase, and almost none feel that it's not important. They need expertise and reassurance when making these types of purchases, and nothing can substitute for the empathy and understanding that a human can provide. There was no significant difference across generations in those who thought it was very important or important.

How Important Is Human Connection During A High-Stakes Insurance Purchase?

62%
Very important

25%
Important

11%
Somewhat important

2%
Not very important

0%
Not important at all

Insurance Consumers Increasingly Prefer To Call Businesses For Help With A Purchase

In addition to AI, there are numerous digital options for insurance consumers to communicate with and obtain information from brands when considering a high-stakes purchase, ranging from chatbots to email to websites. But when they need help, insurance consumers prefer to call.

Since 2022, the preference for calling has increased by 13 percentage points, while email has declined significantly, and the preference for AI assistance has decreased by 2 percentage points. The preference to call is rooted in reality, as about 73% reported calling when making a high-stakes insurance purchase decision, about the same proportion as three years ago.

This goes to show that when insurance consumers need help in situations where knowledge, empathy, and understanding are paramount, they want a person to give them guidance. Despite improvements in automated assistance and live chat, the desire to pick up the phone has only increased.
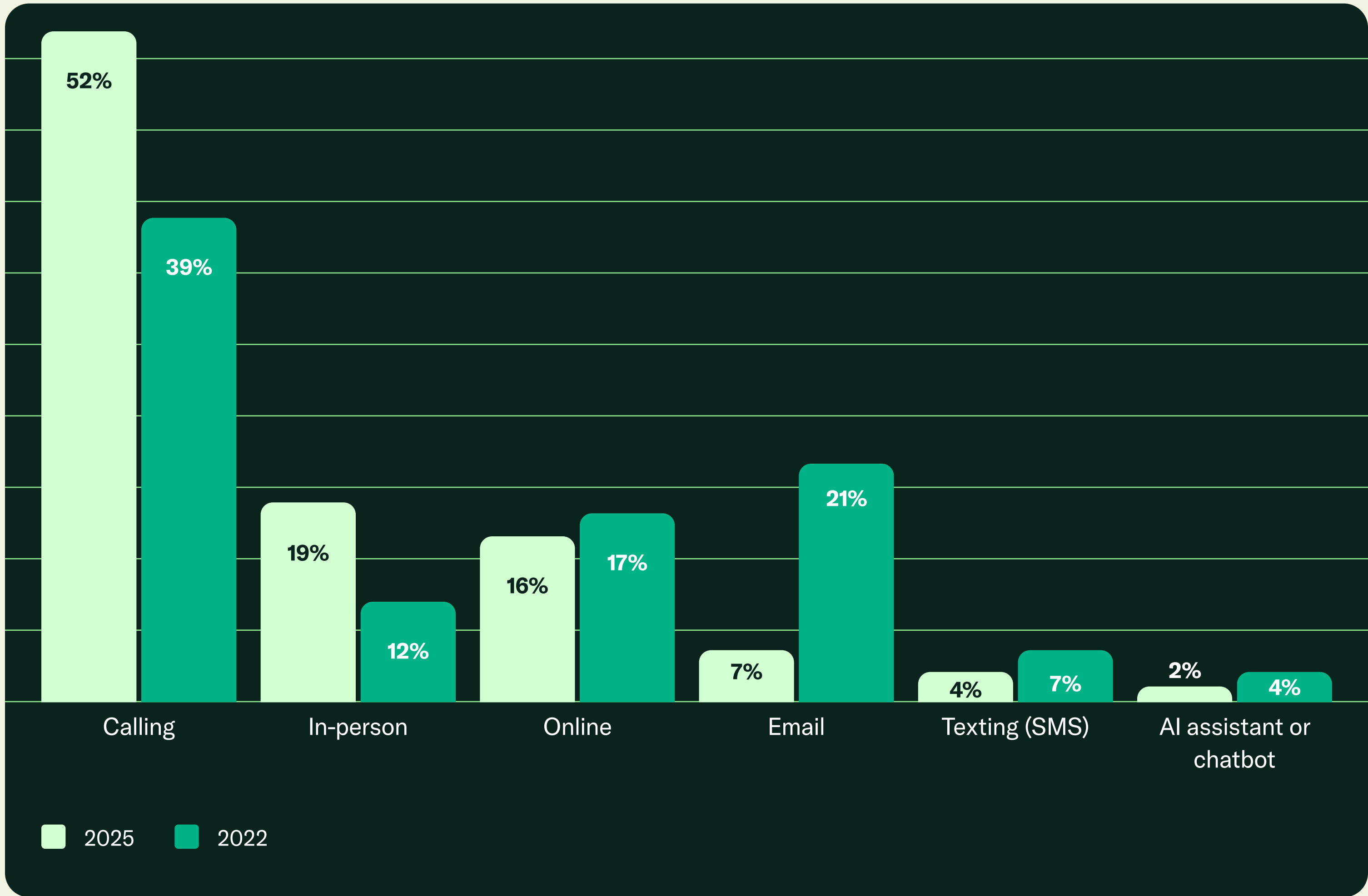
73%

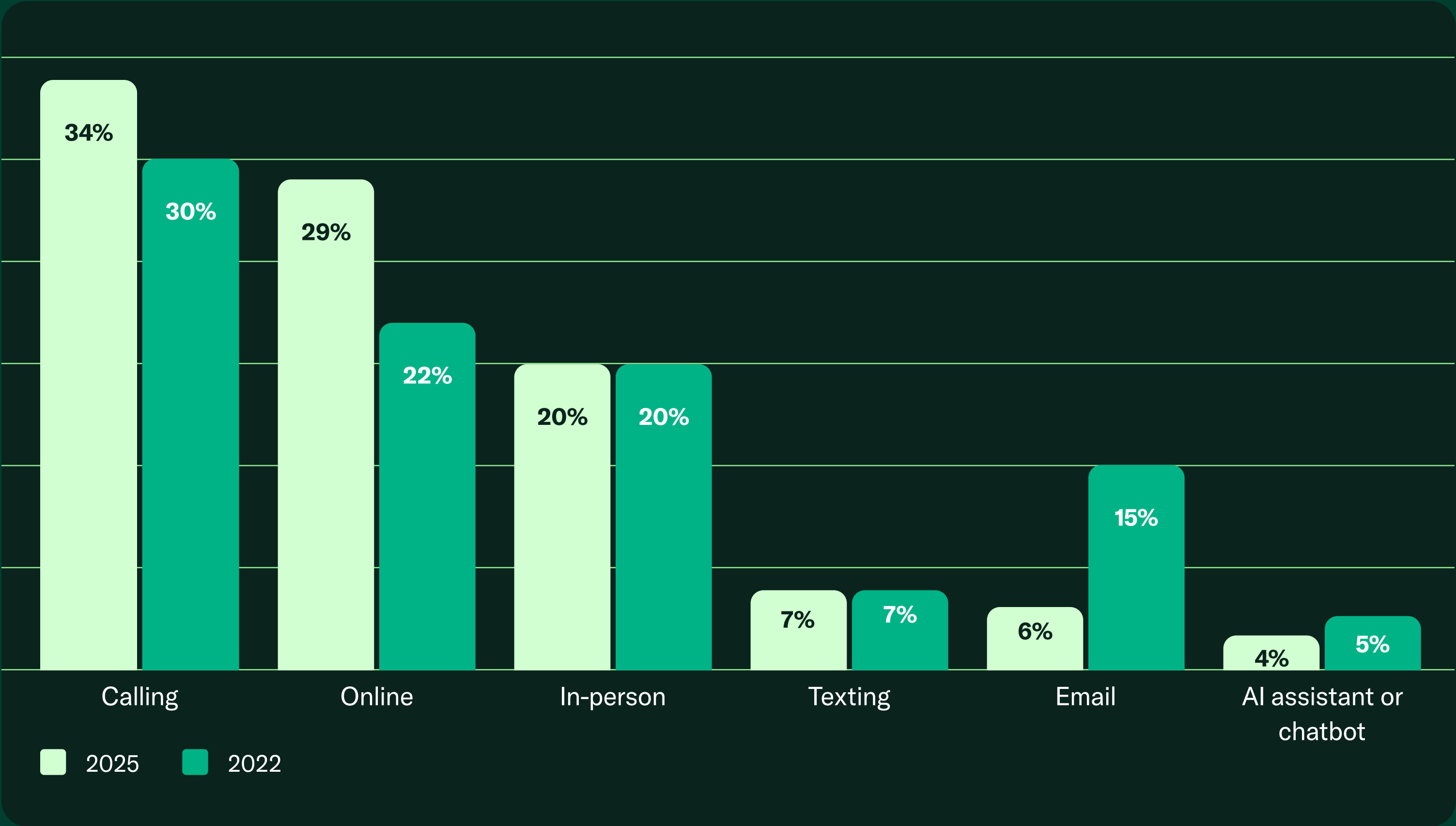INVOCA

Called when making a high-stakes insurance purchase

Preferred Communication Method When Insurance Consumers Are Having A Problem And Need Help

	Calling	In-person	Online	Email	Texting (SMS)	AI assistant or chatbot
2025	52%	19%	16%	7%	4%	2%
2022	39%	12%	17%	21%	7%	4%

Legend: ■ 2025   ■ 2022

A Seamless Omnichannel Experience Remains Critical

Insurance consumers prefer to call when they need assistance during a high-stakes purchase, but calling is also the preferred channel to complete the transaction. Your online-to-offline experience has to be seamless in both directions, and this means connecting data from the digital journey to phone calls is no longer a nice-to-have, but a requirement to optimize and personalize every touchpoint.

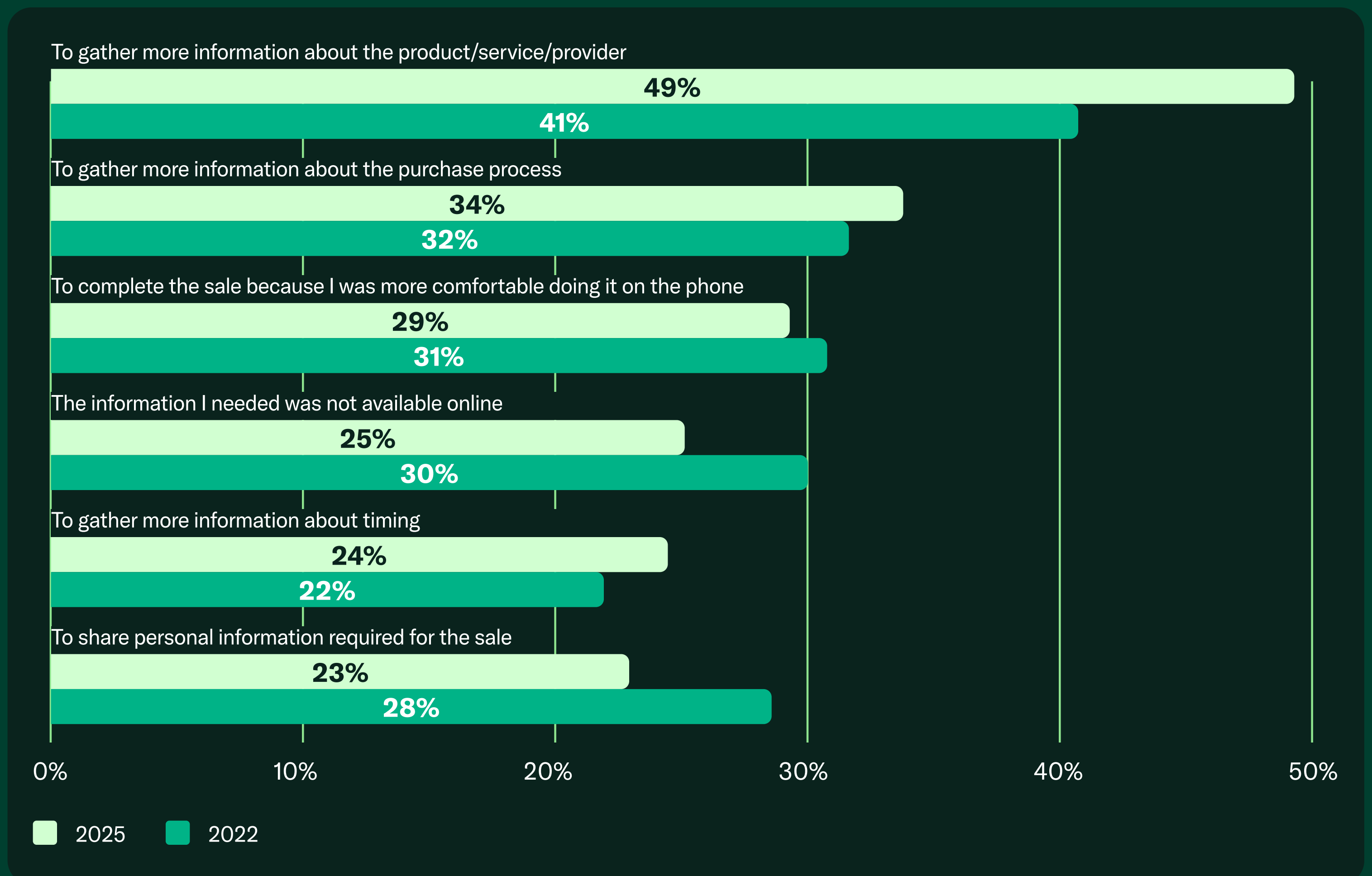## Preferred Channel To Complete Insurance Transactions

Channel	2025	2022
Calling	34%	30%
Online	29%	22%
In-person	20%	20%
Texting	7%	7%
Email	6%	15%
AI assistant or chatbot	4%	5%

Why Are Insurance Consumers Calling?

When making a high-stakes insurance purchase, most consumers call to obtain more information about the product, service, or provider. Many also need to get more information about how to complete their transaction, which can be complex when you consider we're talking about things like buying auto insurance, getting health coverage, or securing commercial policies. This isn't buying TP on Amazon!

Concerningly, the percentage of people who call because the information they need is not available online has not changed significantly in the last three years. This signals a continued need to improve online experiences and connect calls to the digital experience to determine the most effective optimizations.

To gather more information about the product/service/provider
- 49%
- 41%

To gather more information about the purchase process
- 34%
- 32%

To complete the sale because I was more comfortable doing it on the phone
- 29%
- 31%

The information I needed was not available online
- 25%
- 30%

To gather more information about timing
- 24%
- 22%

To share personal information required for the sale
- 23%
- 28%

0%   10%   20%   30%   40%   50%

■ 2025   ■ 2022

Insurance Consumers Are Getting A Bit More Patient

We've found that while insurance consumers have become a bit more patient than they were during the frantic post-pandemic days, they still demand great experiences. Insurance consumers are increasingly willing to pay more for the best experiences despite the pressures of inflation. They're also prepared to jump ship to the competition at the drop of a hat if you do them wrong, so that newfound acquiescence can't be taken for granted.

Insurance Consumers Who Are Likely To Stop Doing Business With A Brand After One Bad Experience

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2025

38%

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2022

51%
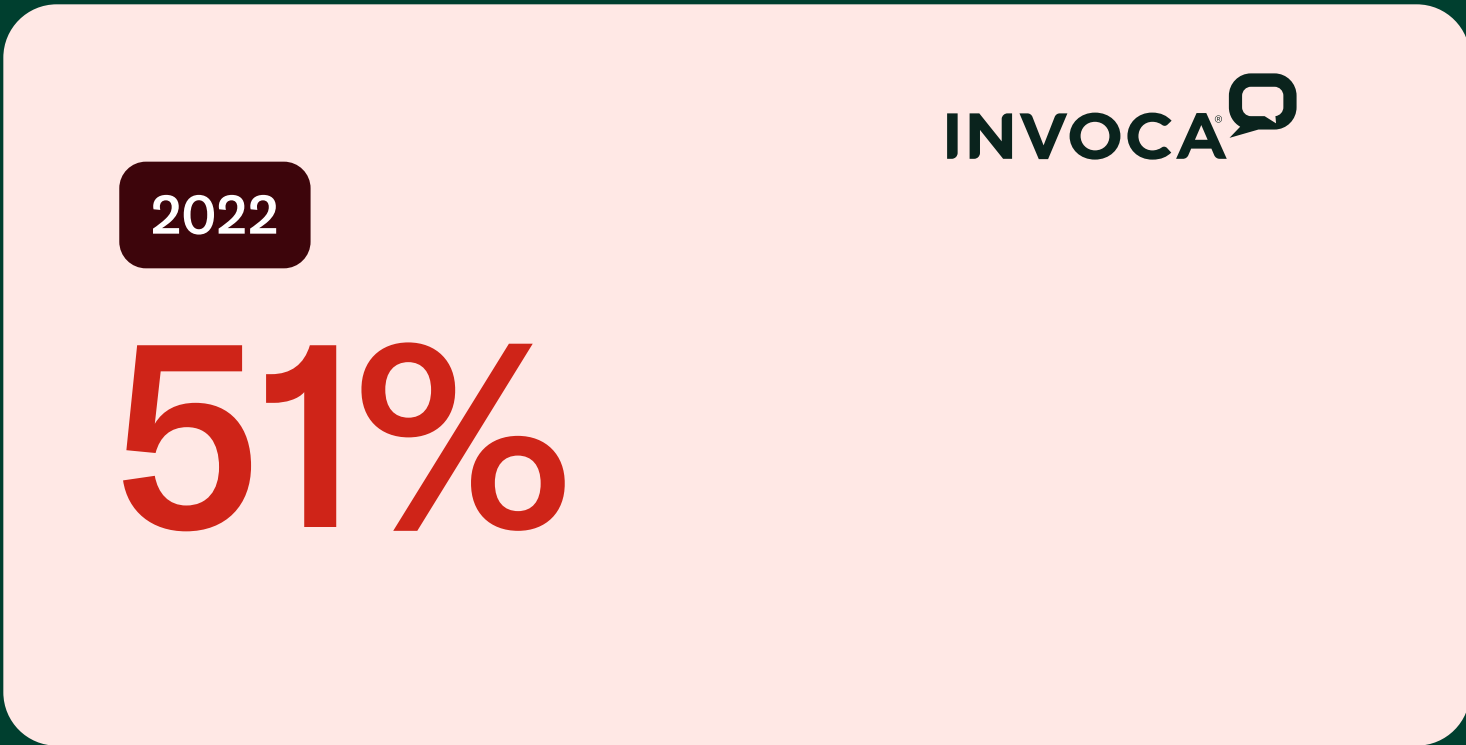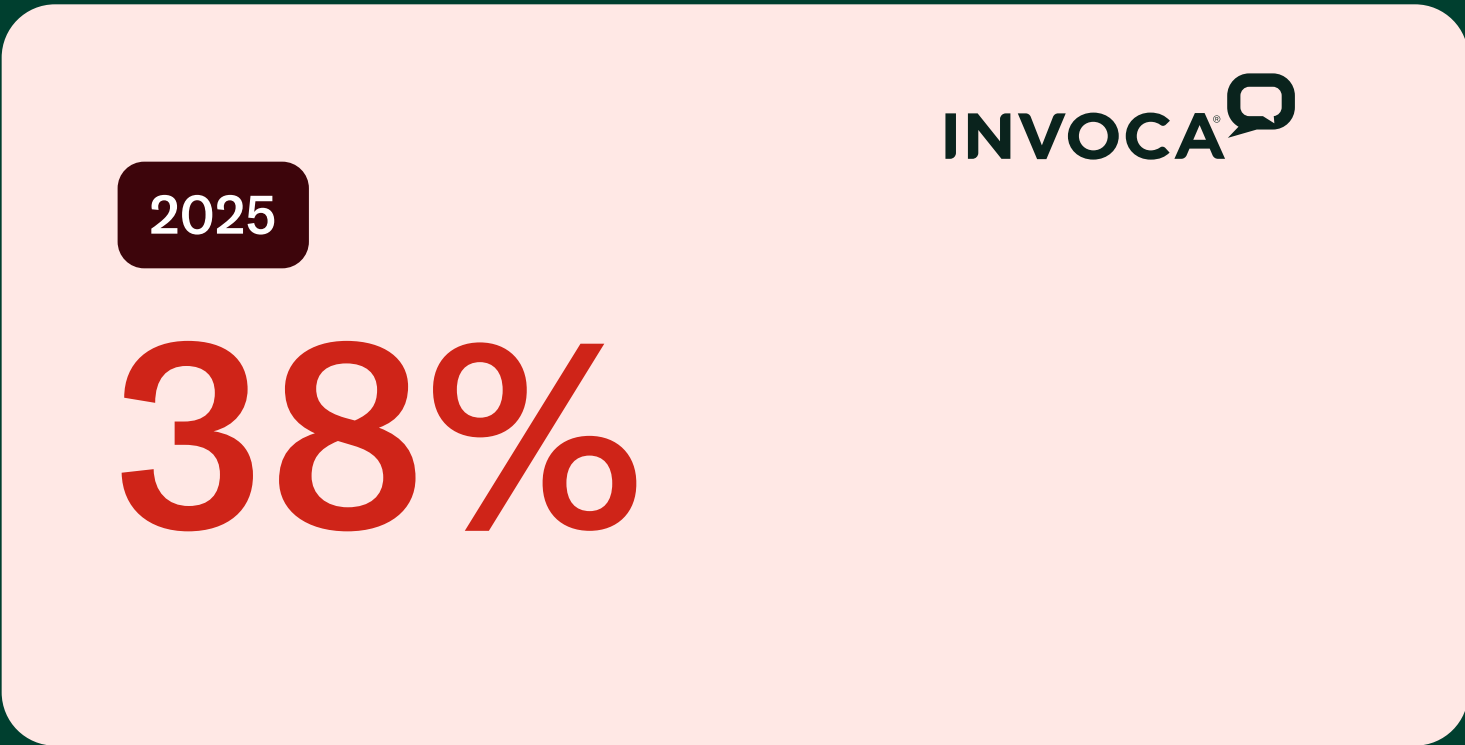
Will Pay More For The Best Customer Service

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2025

71%

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2022

62%
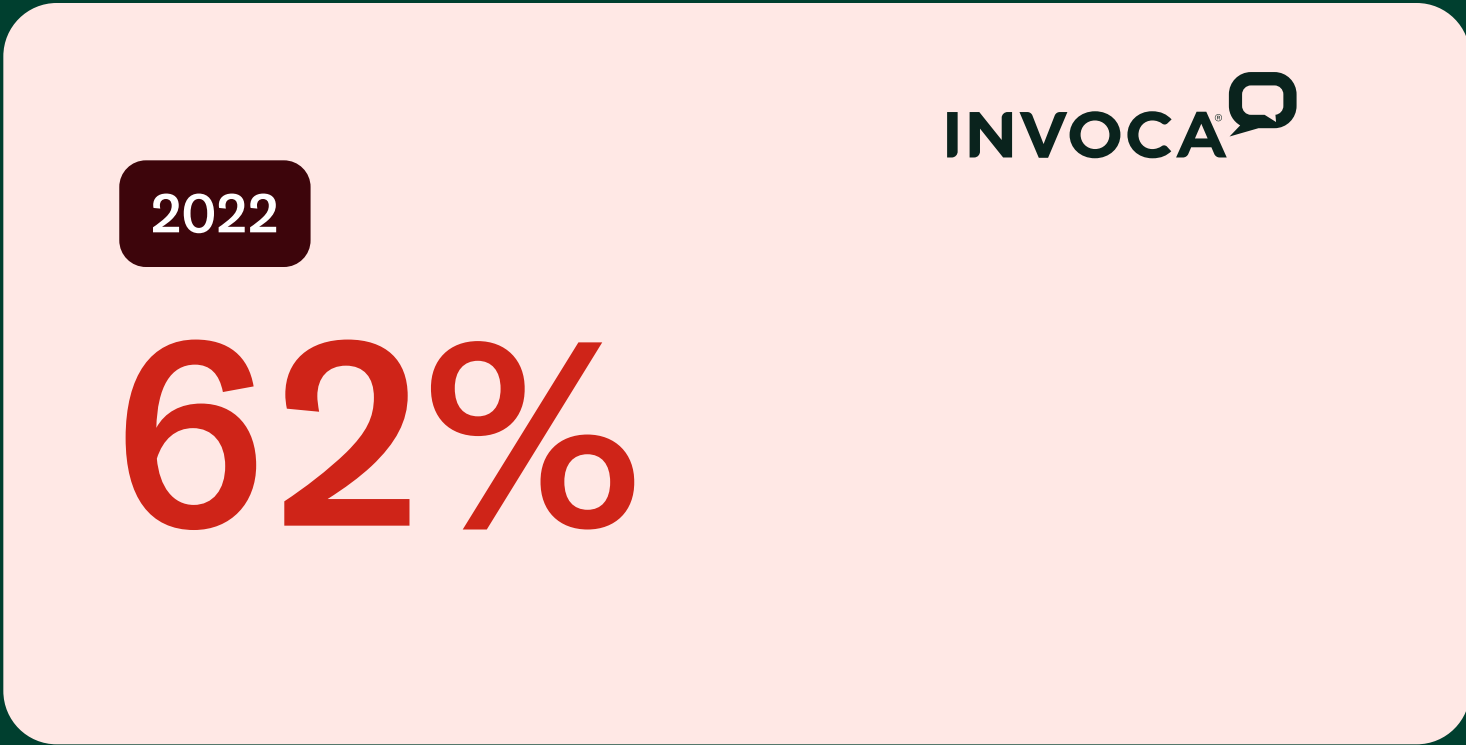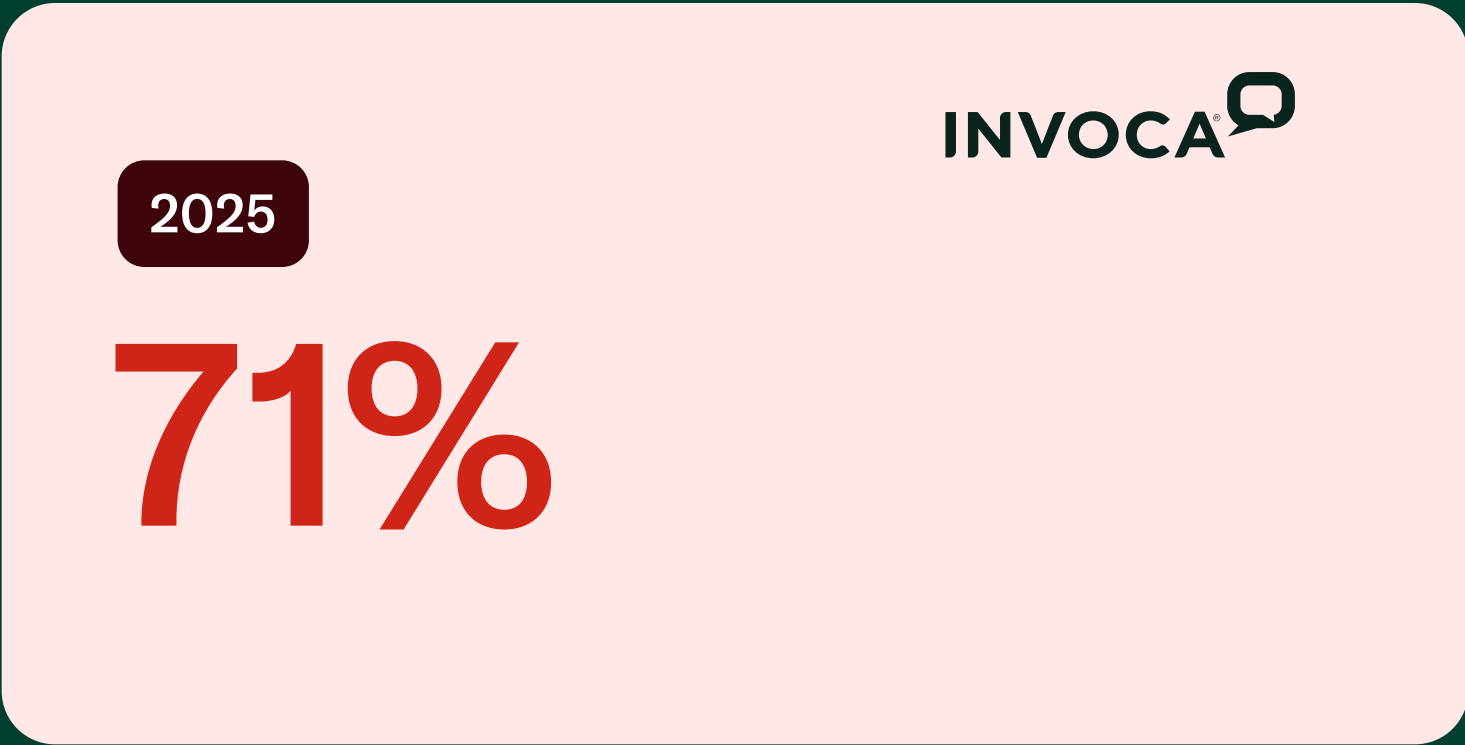
They'll Wait A Little Longer On Hold

While insurance consumers will stay on hold a bit longer before hanging up than in 2022, 47% still report hanging up after being placed on hold. Though most insurance consumers expect to wait on hold for 3-5 minutes, some 36% will still hang up after being on hold for 5 minutes or less, and 11% will only hang on for less than two minutes.

Another 53% report hanging up after hearing everyone's favorite message about "unexpected high call volumes causing longer than usual wait times," so let's just get rid of that one already. Please? The automated callback option continues to grow in popularity, with only 8% of users opting to call another business instead of using it.

Have Hung Up After Being Placed On Hold

2025
47%
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2022
60%
INVOCA
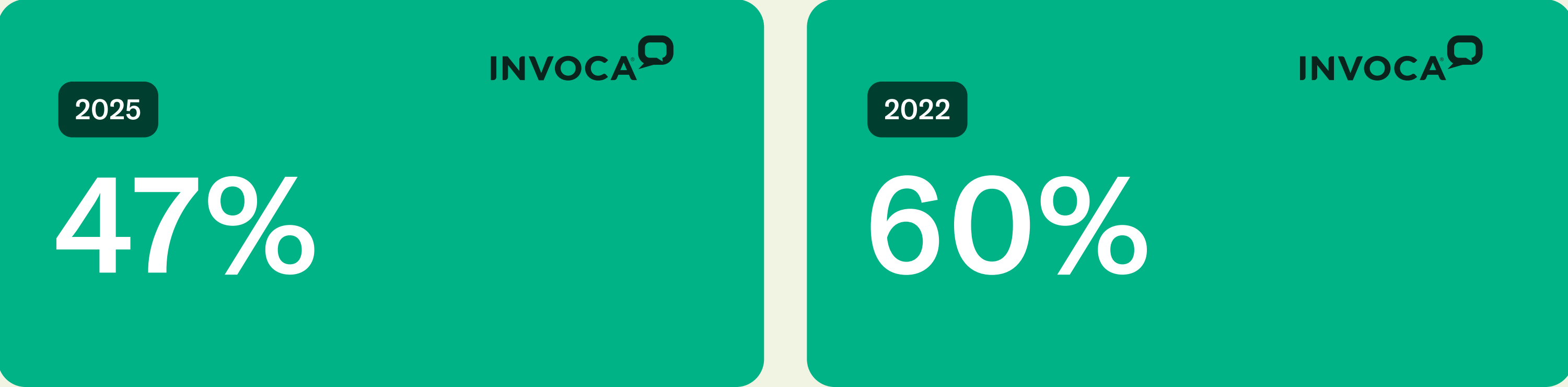
Insurance Consumers Who Will Use The Automated Callback Option Instead Of Holding

2025
41%
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2022
41%
INVOCA

2021
5%
INVOCA
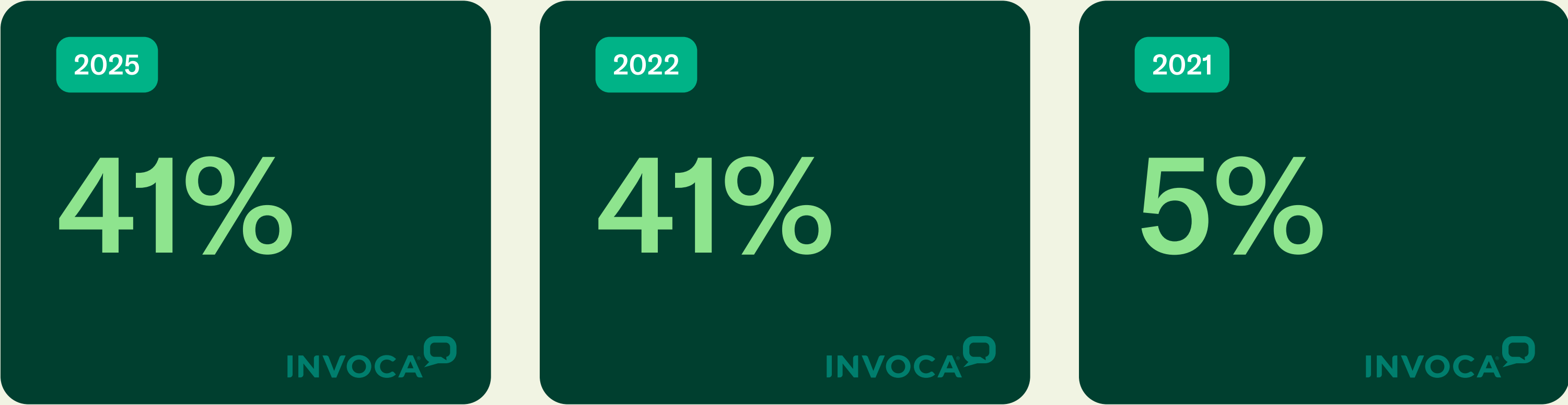
How Long Will Insurance Consumers Wait On Hold Before Hanging Up?

(MINUTES)

Hung up immediately
- 2025: 4%
- 2022: 3%

<1
- 2025: 0%
- 2022: 5%

1-2
- 2025: 7%
- 2022: 10%

3-5
- 2025: 25%
- 2022: 20%

6-10
- 2025: 28%
- 2022: 24%

11-15
- 2025: 14%
- 2022: 17%

16-20
- 2025: 8%
- 2022: 10%

21-30
- 2025: 4%
- 2022: 4%

>30
- 2025: 8%
- 2022: 5%

Legend: 2025 | 2022

X-axis: 0% | 5% | 10% | 15% | 20% | 25% | 30%
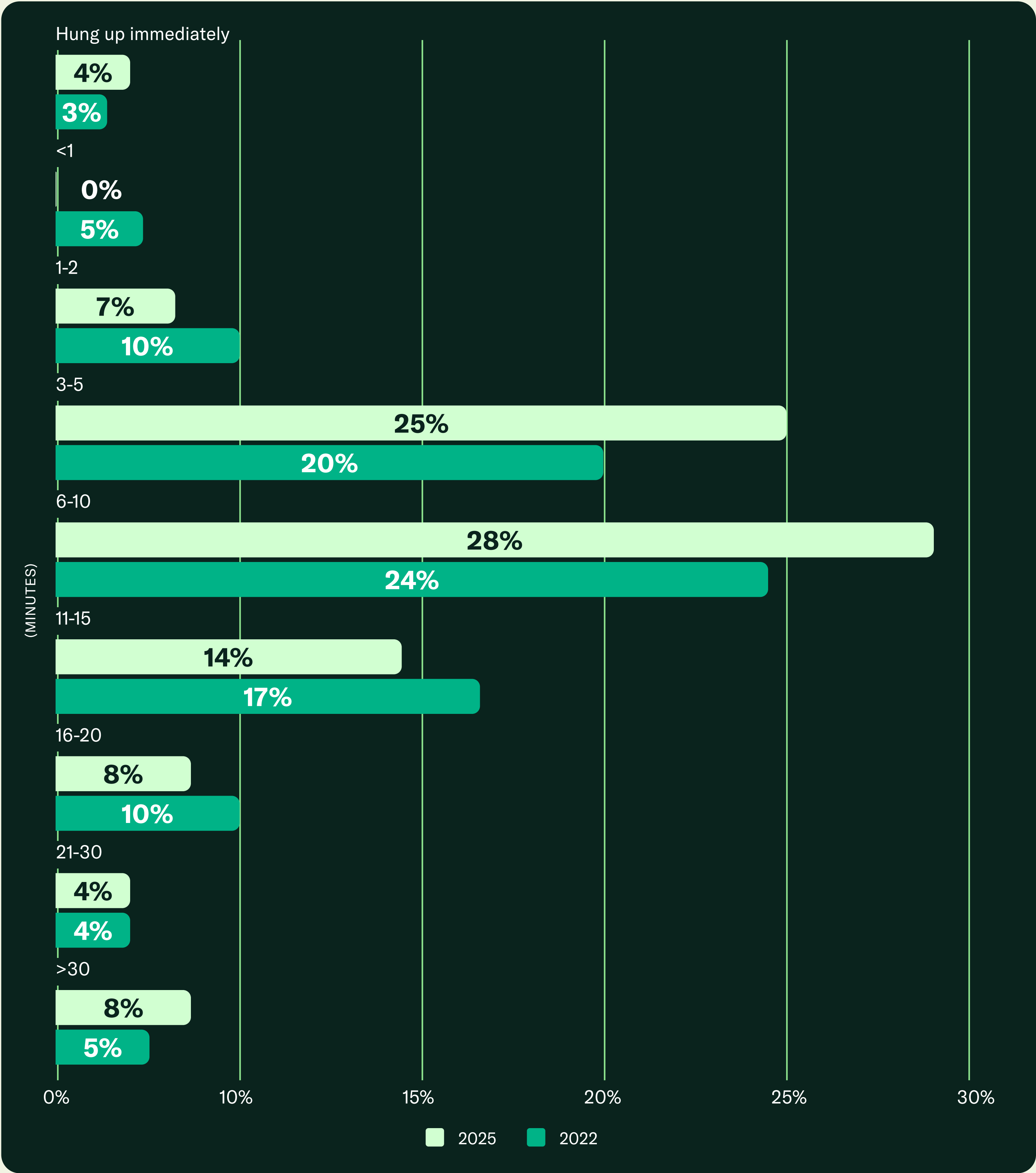
When It Comes To Humans Vs AI Assistance, Insurance Consumer Preference Is Clear

While AI can make a huge difference in your insurance company's ability to handle customer inquiries—especially when used on the back-end to analyze and orchestrate data—insurance consumers still overwhelmingly prefer to call and talk to someone to get help. This applies across all age groups, though Boomers have a significantly stronger affinity for human assistance.

When Both AI And Human Help Are Equally Available, Insurance Consumers Prefer

	Insurance Consumers	Gen Z	Millennials	Gen X	Boomers
A human representative	65%	54%	51%	68%	92%
A combination of AI and human assistance	13%	25%	23%	10%	1%
An AI assistant	18%	19%	20%	18%	5%
No preference	3%	3%	6%	5%	2%

Performance Scale

0% 50% 100%
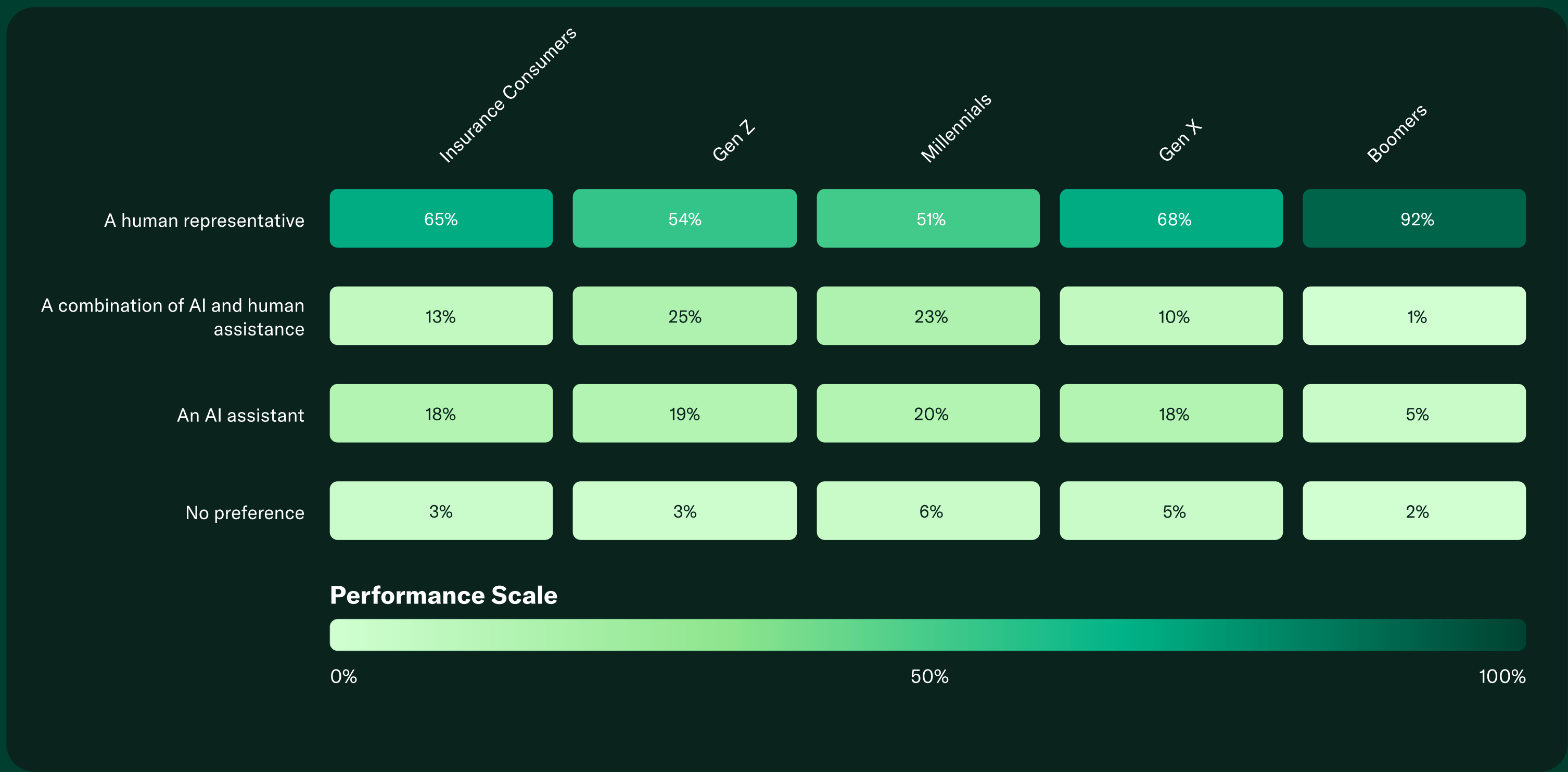
Again, this is about using AI at the right place and the right time, and ensuring you can meet your insurance customers where they are, regardless of their communication preference.

Demographic Information

*Demographic data includes data from all respondents.

GENDER

Male	Female	Non-binary	Other	Prefer not to answer
51%	48%	0%	0%	0%

AGE/GENERATION

Gen Z	Millennials	Gen X	Baby Boomers
16%	29%	29%	26%

HIGHEST LEVEL OF EDUCATION COMPLETED

Less than high school	High school graduate	Some college/university
2%	24%	28%

College/university graduate	Post graduate
31%	15%

RESPONSES BY INDUSTRY (RESPONDENTS COULD SELECT MULTIPLE)

Travel	Telecommunications	Financial services	Insurance
48%	45%	36%	44%

Home services	Healthcare	Automotive
35%	39%	36%

ANNUAL GROSS INCOME

Less than $50,000	$50,000 - $74,999	$75,000 - $99,999	$100,000 - $199,999	$200,000+
39%	24%	14%	20%	4%

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