

How Insurance Agencies Can Use Voice AI to Capture Market Share and Scale Profitably

The insurance industry is at a pivotal point. AI adoption is accelerating rapidly, but many agencies are not operationally to capitalize on it, putting them at risk of falling behind more agile competitors

The ACT Technology Trends Report¹ found that 68% of agencies plan to increase their use of AI over the next 12 months. Yet only 8.5% have embedded AI into daily workflows. Another 32.8% are still experimenting, while 45% rely on public large language models like ChatGPT.

That gap creates a significant competitive opportunity for agencies ready to move now. Insurance shopping activity remains elevated, and agencies that successfully leverage AI can improve efficiency, deliver faster and more personalized customer experiences, and capture market share while competitors are still figuring out their strategy.

The power of AI is no longer limited to carriers.

Independent agencies of all sizes can implement this technology to supercharge their growth and enhance their current sales and service processes.



Coverage Question



Warm Transfer

A Volatile Insurance Environment.

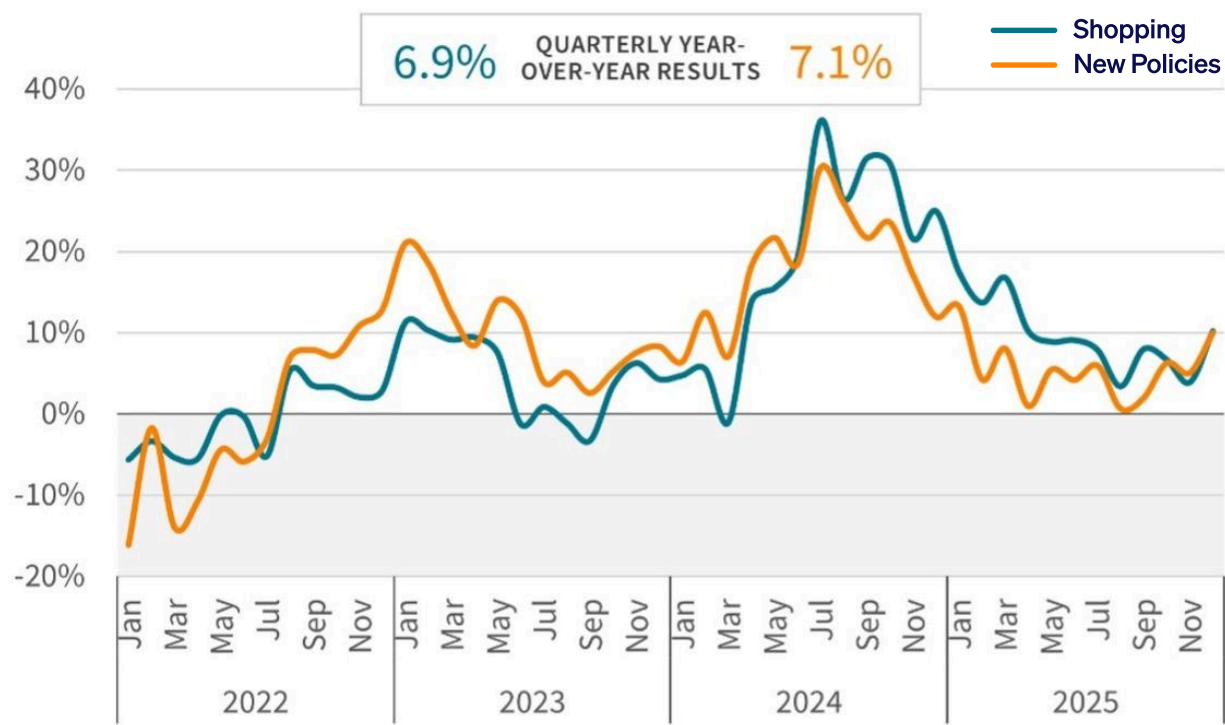
After years of surging insurance prices, some lines are softening, especially in the commercial market. However, real challenges remain.

Independent agencies must differentiate themselves from their competition, as direct writers and online brokerages are constantly seeking the attention of consumers and small businesses.

In 2026, the national average for full coverage car insurance reached \$2,697, up 12% from 2024², while the average property insurance costs have increased by nearly 70% in the last five years.³

Although some policyholders are now seeing smaller rate hikes, multiple consecutive rate increases have eroded insurance customer loyalty. LexisNexis reports auto insurance shopping growth is still “hot” as policyholders continue to look for better deals.⁴

Year-Over-Year Change in Shopping and New Policies



Commercial P&C premiums across all account sizes rose by just 0.2% in Q4 2025, according to the Council of Insurance Agents & Brokers.⁵ Although this modest increase may come as relief, it follows years of hard market conditions and steep price hikes, and the cumulative impact continues to weigh on businesses. Some lines are still increasing at steeper rates, including commercial auto, which saw average rate increases of 6.6% and has now experienced 58 consecutive quarters of rate increases

In this environment, how can insurance agencies retain existing customers and capture new opportunities?

Not by sticking to the status quo.

To stand out and differentiate, agencies must provide the experience that personal and commercial lines insurance consumers expect: instant, efficient, multilingual, 24/7 service. In 2026, consumers no longer have the patience to wait. With every facet of our lives at our fingertips, consumers and businesses expect fast, efficient service when they need it.

Thanks to AI, this strategy is not only possible – it's affordable.

AI is the Gamechanger Agencies Have Been Waiting For.

For agencies, profitable growth has become increasingly elusive due to two contradictory pressures.

Customer Expectations

Customer expectations have risen as technology has advanced. Instant transactions and 24/7 availability have become the norm in many industries.

In addition, customers are paying more for insurance, so they expect more.

Satisfaction Deliverability

Overhead and labor costs have risen, making it harder for agencies to cost-effectively deliver outstanding customer service.

This, combined with the bad news of rate increases, makes it almost impossible to achieve high customer satisfaction levels.

By leveraging new AI tools, insurance agencies can enhance every step in their sales and service processes. Customers win because they receive the fast and responsive service they've come to expect. Agencies win because they boost customer acquisition and retention while keeping costs down with employees who are less-stressed.

Five Ways Agencies Can Achieve Profitable Growth with AI

#1

Best Practice

24/7 service with zero hold time.

Answer every incoming call, 24/7 to capture more new business.

Buying insurance is a complex process. Although insurance shoppers may start by exploring their options online, they often want personal assistance with buying.

The phone is often the easiest way to receive quick answers. However, expectations regarding phone calls have changed. In the past, consumers accepted that many businesses would only be available during business hours. That's no longer the case. Now, consumers expect faster, more efficient help, 24/7.

Research from Gartner⁶ shows that 24% of Gen Zers will abandon an attempt to receive customer service when placed on hold too long. Older generations are even more likely to give up – 28% of Baby Boomers refuse to put up with long hold times. This number increases to 31% and 55% respectively, when Gen Z or baby boomers cannot get an answer after two attempts. Just think – one-third to one-half of consumers will leave a business if they do not get help after two attempts. Agents cannot afford to take this risk as certain insurance coverages have become commoditized over the past decade.

This raises the question...

**How long is
too long to wait?**

At Liberate, we think a reasonable wait time is 0 seconds. Thanks to Voice AI, this goal is 100% attainable.

If an insurance shopper has a list of insurance agencies to call, the first one to answer may be the one to win the business. By implementing Voice AI, agencies can answer all calls as soon as they come in – even during surges following catastrophic events. This enables them to capture more leads, service more existing clients, increase customer satisfaction and grow profitably.

#2

Best Practice

Instant or same-day resolution of common requests.

Resolve customer service requests instantly to retain more existing business.

For more-complex journeys such as buying a policy or resolving an issue, more than 70% of customers prefer live interaction with an agent or third-party representative, according to McKinsey & Company.⁷

According to a 2024 study by TransUnion, 80% of consumers consider the phone channel to be important when communicating with businesses. 55% of study participants use the phone channel to navigate high-value decisions such as financial purchases.⁸

Voice AI satisfies this preference, engaging customers with conversation that is so natural

and humanlike that many don't realize they're speaking with an AI agent. Research from Cognizant finds that consumers are very open to the idea of using AI to learn about insurance.⁹

Voice AI can be integrated and orchestrated with other agency systems so the AI agent can resolve common tasks that can be time consuming for producers and account managers. This enables your staff to focus on revenue-generating activity and focus on the more complex policy holders in the agency.

#3

Best Practice

Deliver 24/7 multilingual customer service.

Capture more market share by delivering multilingual services.

There are more than 41 million Spanish-based speakers in the U.S.¹⁰ Furthermore, Spanish speakers account for nearly two-thirds of people who speak a language other than English at home.

The Latin community is the fastest growing segment in the United States and creates a golden opportunity for independent agencies and carriers.¹¹

McKinsey & Company¹² says revenue from financial services in the Latino market may grow to more than \$265 Billion by 2030.

This is an enormous opportunity for growth. However, to capitalize on it, insurance agencies must be ready to meet the needs of this population, and hiring one employee who is fluent in Spanish won't cut it.

Multi-lingual Voice AI represents a fantastic opportunity for insurance agencies that want to capture new market share without making a huge investment.

#4

Best Practice

Collect quote information immediately. No call back needed.

Capture quote information without requiring a call back.

When personal lines consumers are looking for coverage, they expect to receive quotes quickly and expediently to compare their options, make the purchase and get back to their lives.

However, collecting all the information necessary to provide a quote takes time. Labor is scarce and agencies don't always have someone available to interview the customer and capture all the information to provide an accurate quote.

Asking a prospect to wait – or worse yet, schedule an appointment – is no longer acceptable and will drive consumers to a competitor.

With Voice AI, this challenge can be easily overcome. AI agents can capture the information needed for the quote process. This gives insurance shoppers what they want – quick quotes to compare their options – without straining the agency's resources.

#5

Best Practice

Follow up on quotes at least five times, using multiple channels.

Consistently follow up with applicants to close more sales.

Closing a sale requires follow up – sometimes five or more touchpoints before the policy is sold.

With businesses and consumers getting bombarded by insurance ads on TV and online, proactive agency follow up during the sales process is more important than ever.

Following up on opportunities at least five times via multiple channels; phone, email and text message should be the norm, but most agencies don't follow up even once

Now, with Voice AI, agencies can easily and consistently follow up on quotes, without creating a burden for producers and customer support staff. Voice AI can manage outbound calls, emails and texts to prospects and ultimately convert them to policyholders.

If a prospect wants to proceed with the purchase, Voice AI can transfer the call to a producer or account manager to close the deal.

The Easy, Affordable Solution Agency Owners Need

During the hard insurance market, some agencies relied on increased rates and exposure for growth. Now that the market is softening, agencies will need to increase policies in force to achieve growth. Competition will be fierce, but Voice AI can give you an edge.

While hiring and training new employees takes considerable time and money, Voice AI is fast and affordable to implement – and you never have to worry about your Voice AI agent quitting, calling in sick or underperforming.

Market share is shifting rapidly, creating a major opportunity for agencies prepared to move decisively. Those that leverage Voice AI to deliver faster, more seamless customer experiences will be well-positioned to differentiate themselves, strengthen client relationships, and scale profitably in a highly competitive market.

Meet Liberate Voice AI

Liberate's Voice AI solution enables agencies to grow profitably by delivering the instant, responsive, multilingual and secure service that modern insurance consumers expect – all with zero hold time.

Imagine what it would mean for your agency to retain more customers and capture more opportunities by never missing a call.

Most Liberate Voice AI implementations take less than 30 days to implement, and the cost savings are exponential when compared to labor cost.

Visit liberate.ai to experience Voice AI for yourself and see how Liberate can help you grow your agency.

“We offer well-trained, friendly AI agents that never have a bad day. They can answer an unlimited number of phone calls 24/7, and resolve complex quoting, servicing and claims requests.”

Amrish Singh, Co-Founder and CEO of Liberate

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