



Sample Voice Prompts for Insurance Companies

INTRODUCTION

This document provides representative examples of scripts for professionally-recorded voice prompts that are specific to Insurance companies – from large, national providers to small and medium sized insurance brokers. They are meant to generate ideas for any organization that is looking to improve customer service through a well-thought voice user interface – and can be tailored to an organization’s unique services and organizational structure.

TABLE OF CONTENTS

Traditionally, most insurance brokers and even larger companies have provided only basic greetings and call distribution prompts, thus missing opportunities to better serve their customers. These companies can improve their ability to navigate clients to the right services and products by expanding their prompts to automate processes, such as variety of coverage and plans, location information, opening hours, rates, disclosures and so on. Here is a list of insurance prompt types to stimulate thinking about what could be included in a more comprehensive approach – each with specific examples. Descriptions and sample scripts for each example are provided below.

1. GREETING AND CALL DISTRIBUTION

Generic Insurance Services
Multilingual Greetings
Specific Departments

2. OFFICE ACCESS

Locations, Directions and Service Hours
Branch Addresses
Switchboard Closed
Closed or After Hours

3. INFORMATION/OUTBOUND

Outbound Informational Calls
Outbound Dialer: Driving Without License
Information Requests
Online Certificate Requests

If you have a specific request for script examples that are not included in this document, please e-mail info@marketingmessages.com and we will look for examples for you.

1. GREETING AND CALL DISTRIBUTION

Generic Insurance Services

Typical auto attendant greeting and call distribution tree for an insurance agency, which can be revised for various departments, functions, or services.

Thank you for calling Auto Quote regarding your coverage. This service is provided by XYZ Insurance and we are here to help you and your family with your insurance coverage needs and to answer any questions you have regarding eligibility and coverage.

For Sales, press 1.

For Accounting, press 2.

For our company address, email, and fax numbers, and how to reach us on the Internet, press 4. Or press zero to speak with an operator.

OR

Thank you for calling ABC Insurance Services. Our offices are closed at this time. Regular office hours are Monday through Friday from 9:00 A. M. to 5:30 P. M. Eastern Time. If you know the extension number of the person you are trying to reach, you may enter it at any time, or press 1 for our dial-byname directory. To leave a message in our general mailbox for a callback, press 0. For further options, visit our website at a-b-c-agency.com. Thank you for your business.

Multilingual greeting

Catering to a diverse customer base is essential. We can provide voice recording and translation services in over 70 languages and dialects and offer bilingual voice recordings as well (unaccented voices in two languages). Here is an example of a bilingual greeting prompt.

Welcome to the XYZ health insurance marketplace. We are here to help you find a great plan at a price you'll love. Bienvenido al mercado de seguros de salud XYZ. Estamos aquí para ayudarle a encontrar un gran plan a un precio que te encantará.

Specific Departments

Insurance companies will have special departments and operatives to handle specific requests for information, such as loans, mortgages, and general customer service questions. For example:

For Claims, press 1.

To hear general billing and payment information, press 2.

To make a payment, press 3.

For general policy and premium information, press 4.

To change your existing policy or E F T payment information, press 5.

Pressing "1" then leads to a more specific department or person:

To inquire about an existing claim status, press 1.

For new claims, press 2.

For Auto insurance, press 3.

For Homeowners insurance, press 4.

For information about other products and services, press 5.

To speak to an operator or leave a message, press zero or stay on the line and someone will be right with you.

2. Office Access

Location, Directions and Service Hours

Your clients need to find you - your address information and hours of business. Finding a specific office address and when it is conveniently open for business is quick and easy with a well-designed auto attendant system guiding clients to the right locations at the right times – and refers the caller to a webbased map or directions resource. For example:

For Western Idaho, press 1. For Eastern Idaho, press 2.

For Central Idaho, press 3. For Northern Idaho, press 4. To return to the previous menu, press star.

Each option could then provide a specific address or directions, such as.....

Our Alameda branch is located at 1045 North Yellowstone Avenue. Take exit 22 from the Interstate. Take the second left turn and we are located 2 blocks down on the right.

Branch Addresses

Insurance companies with multiple locations may want to list their addresses per location. An application could use speech recognition to route the customer call based on which service is being asked for, and provides location information, such as:

To hear this location information again, say, "Repeat That" or press 1.

To go back to the list of locations, say, "Back to the List" or press 2.

To start a new branch or ATM search, say, "Search Again" or press star.

For help with something else, say, "Main Menu" or press 9. Otherwise, if you're finished, feel free to hang up.

Switchboard Closed

Thank you for calling ABC Insurance. Our switchboard is now closed. Our switchboard hours are nine a.m. to six p.m. Monday through Friday and nine a.m. to one p.m. on Saturday. If you are calling to report a new claim or an accident, you may call directly by dialing 866 555 5432. If you would like to be transferred to our voice mailbox, please press pound.

Closed or After Hours

Thank you for calling XYZ Insurance. You've reached us outside our normal business hours, which are from 8:30 am to 5:00 pm Monday through Friday. You may leave a message for a specific staff member by dialing their extension now or pressing 1 for the office directory. In the event of a claims emergency, press 2 to be connected with our after-hours claims service. You may also stay on the line to leave a message and we will contact you as soon as we return to the office.

3. Information/Outbound

Outbound Information Disclosure

Used to remind customers of procedure, rate or terms revisions and to confirm with the person called.

ABC Insurance may contact you to discuss your coverage or claim from time to time using an automated telephone dialing system; leave you a voice, prerecorded, or artificial voice message; or send you a text, email, or other electronic message to service your account, to collect any amounts you may owe, or for any other informational purposes related to your account at any number you have provided to us.

You may direct us not to call your mobile phone for informational purposes when using an automated telephone dialing system. Your direction will not change ABC's rights to call you in any manner still allowed under the law. If you have already made a choice to opt out of informational calls ABC makes to a mobile phone using an automated telephone dialing system, you do not need to act again.

Outbound Dialer: Driving Without License

Hi, this message is from your Insurance Agency, FLM Insurance. It is extremely important we talk to you regarding the status of your car insurance. Driving without insurance is against the law. We can help, please call now at 1-800-957-1200. Again, that's 1-800-957-1200.

Information Requests

Please email your request to policyinfo@hanover.com. All requests must be received from your corporate email account and must include policy number, insured's name and address. Please be advised that requests will be completed within 1-2 business days.

Online Certificate Requests

Did you know that you can request a certificate on-line and receive your request within minutes? Please go to www.a-b-c-insurance.com/certificate to process your certificate request. [pause] That's www.a-b-c.com/certificate.

DEPARTMENTAL LISTINGS

Marketing Messages has provided voice prompts for a wide variety of departments within Insurance organizations. The broader the department coverage across an organization, the more consistent and professional the voice user interface sounds. We can provide prompt examples for the following:

- Existing Claims
- New Claims
- New Policy Information
- Homeowners Insurance
- Auto, Boat, & RV Insurance
- Health Insurance and Affordable Care Act Information
- Life Insurance
- Other Services

ABOUT MARKETING MESSAGES

Marketing Messages is a full-service provider of professionally recorded voice prompts, messages, and narration for call center and web/mobile applications. Our customers employ Voice Branding™ to build brand identity, improve the caller experience, and make websites more compelling. We offer voice services for interactive voice response (IVR), auto attendant, Messages-On-Hold™, E-Learning, and narration for web videos, product demonstrations, sales presentations, and other voice-enabled applications. Since 1984, Marketing Messages has provided over 180 top quality voice artists spanning over 80 languages, highly accurate scripting and editing, and rapid voice file turnaround to more than 4,000 customers – including 200 Fortune 500 companies.

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