

Insurance industry solutions: Building Trust and Stability with Print

Feeling Safe and Secure: Using Print to Help Build Trust

Insurance policies should make buyers feel secure and protected. And printed materials can do that, too! In a recent poll by Two Sides North America, 79% of participants said they keep printed copies of important documents at home because they feel it is the safest and most secure way to store information.

The same survey found that for almost all participants:

- › Printed information is more trusted than online sources.
- › Reading print provides a greater understanding than reading online.
- › Many individuals still want printed statements and documents from financial organizations and service providers.

Despite ubiquitous digital communications, it's clear that all kinds of printed materials—mailers, brochures, folders, and more—still hold favor with consumers. In fact, providing customers with high-quality printed

marketing materials is a subtle way to let them know that you understand and support their preference. It's a great way to convey trust, stability and an ease of doing business.

- › Presentation folders: Use these to neatly hold all the documents customers need while providing an easy way for customers to keep track of what's important when they get home.
- › Personalized mailers: Let customers know about policies that may meet their unique needs.
- › Paper wallets: Great for need-to-know information the customer wants to keep on-hand.
- › Brochures and Flyers: These can be engaging ways to promote targeted programs and policies.

Today, consumers have many insurance options, while the peer-to-peer marketplace and cybersecurity gaps have created new needs and new demands for protection. Print can build trust in this changing marketplace with communications that customers like and understand.

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