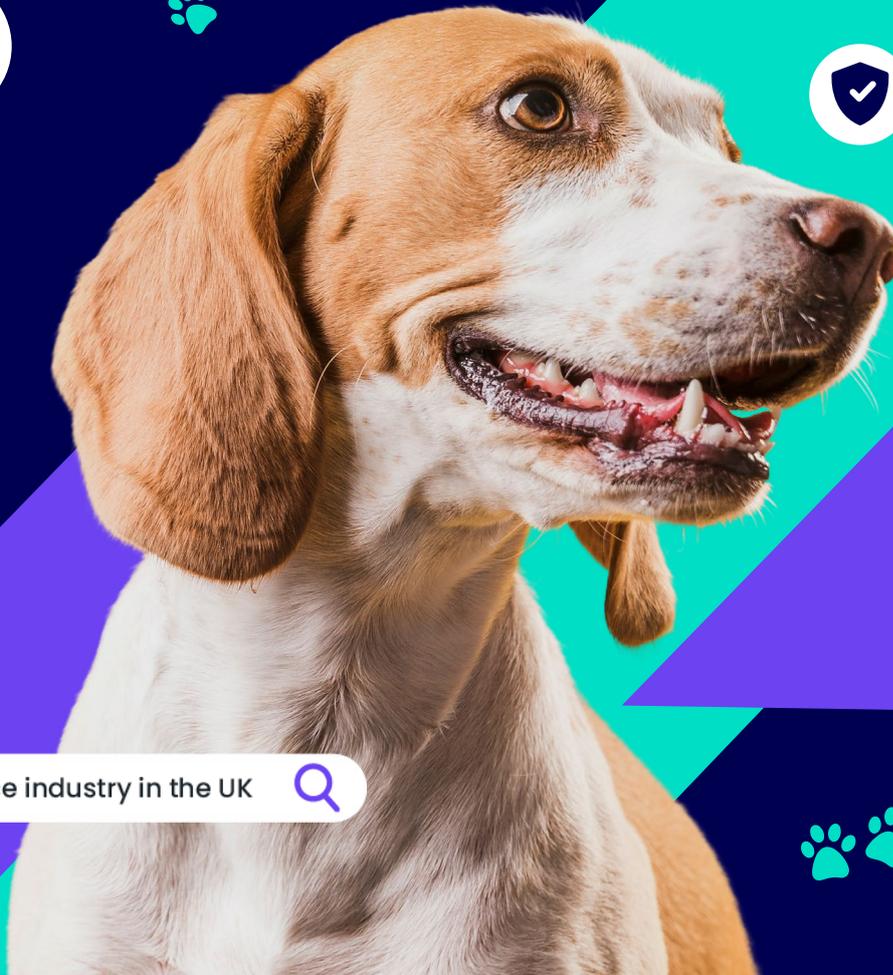


propello

Propello Insights



The Pet insurance industry in the UK



# Paws & Perceptions:

Consumer Sentiment Study of Top  
UK Pet Insurers

[WWW.PROPELLOCLOUD.COM](http://WWW.PROPELLOCLOUD.COM)

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# Introduction & methodology

Your fur children are important members of your family. And you want to protect them. However, deciding on the right pet insurance is a complex decision.

Every pet is different; finding the pet insurance that suits their specific needs is key.

To assist you, we have compiled a comprehensive analysis of customer sentiment towards five of the top pet insurance companies in the UK.

## The five companies selected for this study are:

-  VetSure
-  PetPlan
-  Many Pets
-  Animal Friends
-  Waggel



To find out what consumers really think about these insurers, we pulled the latest 500 reviews for each from consumer review site TrustPilot. Reviews dated from July 2024–July 2023. In total, we gathered 2500 reviews.

## The 500 reviews for each company were then analysed and allocated to one of these four categories:

### Premiums

sentiment towards cost of premiums, underwriting process, value-adds

### Claims process

sentiment towards how claims are handled

### Empathy and care

sentiment towards how they are treated by the company

### Customer service

sentiment towards interactions with the company, particularly when dealing with a concern

Within each of these categories, we then separated the positive from the negative comments.

This resulted in us ranking the five insurance companies from the best performing to the worst. Based on overall sentiment, VetSure came out on top; however, each company had strengths and weaknesses identified by consumers.

By analysing over 2000 consumers and their honest views on these pet insurance companies, we are able to determine current problems and strengths for each. This allows you to make a more informed judgement based on the collective experience of peers.

For the pet insurance companies themselves, this analysis provides vital insights into consumer behaviour, helping them make informed decisions about marketing, product offerings, customer retention strategies, and risk management. Awareness of consumer sentiment can only positively impact your bottom line as you are able to act on real problems.



“  
*Awareness of consumer sentiment can only positively impact your bottom line as you are able to act on real problems.*  
”



# The Pet Insurance Industry in the UK

The UK pet insurance industry is well-established and has seen significant growth over the past few decades.

In 2023, the UK pet insurance market was worth approximately £1.27 billion.

Recent data indicates that around 45% of dog owners and 25% of cat owners in the UK have pet insurance. With increasing veterinary costs, it's not surprising this is a growing industry.

## On average, the insurance cost across the UK is as follows:

### Dogs:

The average annual premium for dog insurance is around £300 to £500. This can increase significantly for certain breeds prone to health issues, with some policies costing over £1,000 per year.

### Cats:

The average annual premium for cat insurance is lower, typically ranging from £150 to £300.

### Rabbits and other small pets:

The cost for insuring rabbits and small pets is generally much lower, often ranging from £50 to £150 annually.

## Pet owners can save money on their pet insurance in numerous ways:

-  Compare Quotes
-  Choose the Right Coverage Level
-  Increase Your Excess
-  Pay Annually
-  Consider a Lifetime Policy
-  Look for Multi-Pet Discounts
-  Use Cashback Sites
-  Check for Employer Benefits
-  Maintain a Healthy Pet
-  Review Your Policy Annually

## Types of Coverage:

Pet insurance in the UK typically covers dogs, cats, and sometimes other animals like rabbits. The coverage options vary but generally include:

- 🐾 **Accident-Only Policies:** Cover injuries caused by accidents.
- 🐾 **Time-Limited Policies:** Cover illnesses and accidents for a specified period (usually 12 months).
- 🐾 **Maximum Benefit Policies:** Provide a set amount of coverage for each condition, without time limits.
- 🐾 **Lifetime Policies:** Cover ongoing conditions throughout the pet's life, as long as the policy is renewed.

## Regulations and Consumer Protection:

- 🐾 The Financial Conduct Authority (FCA) regulates pet insurance in the UK, ensuring that providers meet specific standards in their policies and practices.
- 🐾 The industry is also subject to consumer protection laws, which help safeguard pet owners against unfair terms or practices.

## Challenges:

- 🐾 **Rising Costs:** One of the challenges in the industry is the increasing cost of veterinary care, which has led to higher premiums. Advancements in veterinary medicine, while beneficial, come at a higher cost and are driving this trend.
- 🐾 **Increased Awareness:** As veterinary costs rise, more pet owners are recognising the importance of insurance, which has led to increased uptake. However, there is still a significant portion of the pet-owning population that does not have insurance, presenting an opportunity for further growth.



# Key Takeaways



**2500**

reviews were taken off TrustPilot.



**500**

reviews for each of the top pet insurance companies.

Overall sentiment was split:

**78%**  
positive

**22%**  
negative

This study reviewed the below pet insurance companies. Based on the number of positive vs. negative comments for each, the companies ranked overall in this order:

**VetSure**

**91.4%**  
positive

**PetPlan**

**90%**  
positive

**Waggel**

**77.2%**  
positive

**Many pets**

**67.2%**  
positive

**Animal Friends**

**63.8%**  
positive

The majority of comments were positive, with key negative themes arising for each company.

Common concerns from consumers across all companies:



Rising costs



Lack of value adds  
(based on paying high premiums)



Lack of communication  
(particularly relating to claims and cost increases for older pets)



Lack of care

# The Five Pet Insurance Companies

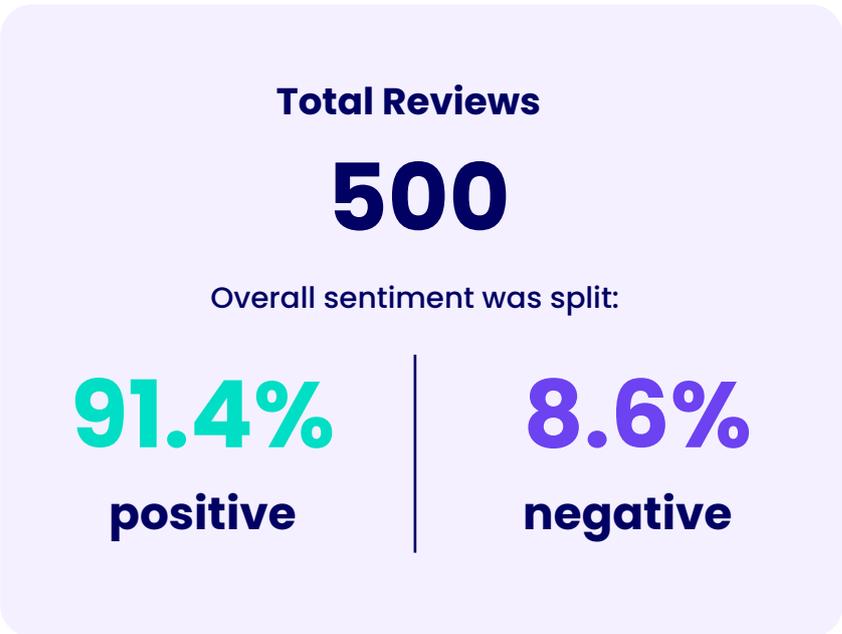
Position #1 based on overall positive vs. negative sentiment.



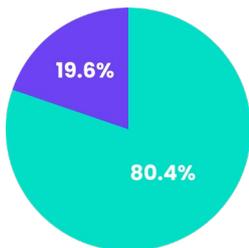
Best suited for:  
**Pet owners with older pets.**

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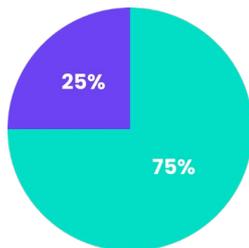
Best avoided:  
**For pet owners who use a non-approved vet.**



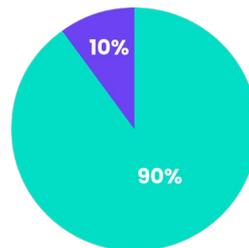
**Premiums**  
Total reviews: 51



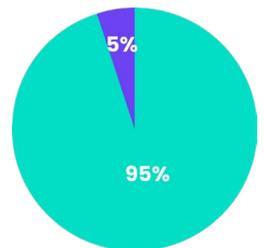
**Empathy & Care:**  
Total reviews: 30



**Customer Service**  
Total reviews: 200



**Claims Process:**  
Total reviews: 219



Key: ● Positive ● Negative

## Where it did well

-  Fewest overall complaints.
-  Although consumers feel premiums are high, most say it is worth the cost.
-  The claims process was noted as easy by a lot of consumers.

## Where it falls short

-  While customer service was good, they fell short in some cases on showing care and empathy when an animal passed away.
-  Although the majority said the claims process was easy, there were a few cases noted of problems making claims when pets passed away.
-  Some consumers noted an additional £20 pound charge when using non-approved vets.

## Key features

-  **Lifetime Policies**
-  **Cover Options:** including basic cover, enhanced cover, and comprehensive cover
-  **No Upper Age Limits**
-  **High Vet Fee Limits**
-  **Claims Process:** direct payment options to vets in some cases

## Based on the findings, how could VetSure improve?

### Enhanced empathy and support when pets pass

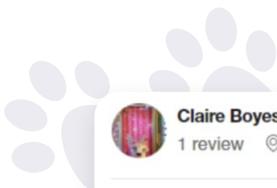
Improve the support provided to pet owners during emotionally challenging times, such as the passing of a pet. Consider training customer service representatives to handle these situations with greater empathy and sensitivity.

### Address premium concerns

While most customers find the premiums justified, nearly 20% of the reviews on premiums were negative. Offering more flexible payment plans or discounts for long-term policyholders could help reduce concerns about cost.

## Broaden Approved Vet Network

Consider expanding the network of approved vets to give customers more choices and reduce the likelihood of incurring additional charges when using non-approved vets.



**Claire Boyes**  
1 review GB



### Thank you Vetsure

At a stressful time when your pet is unwell and requires treatment it is so reassuring to know that Vetsure have your back. Reasonable policy fees and they have always been professional and prompt when dealing with claims. Thank you Vetsure!

Date of experience: 28 May 2024

**CB cbrindle**  
5 reviews GB



21 Nov 2023

### Completely straightforward process

Completely straightforward process, which made a potentially stressful situation much less so.

Date of experience: 27 October 2023

**AK Ayla Kay**  
3 reviews GB



18 Sept 2023

### A hidden £20 charge

With any claim I am always charged extra £20 because my local vet is not on Vetsure list of 'approved' vets. Which reminds me, I must look into changing my insurance company, find someone with no hidden charges.

Date of experience: 07 August 2023

**R Rosie Blake**  
1 review GB

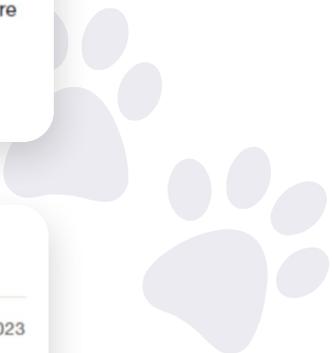


Updated 5 Sept 2023

### Rubbish insurance

We have never made a claim on the insurance in eleven and half years, but we recently lost our dog Ellie and the vets asked about insurance. They told us to call the insurer and they would sort it all out for us. Our Ellie died of a stroke then her heart gave out. Vetsure called us to inform us we can't claim as she didn't die in an accident. What a load of rubbish, just so they don't have to pay out!!!! We are pensioners, all we wanted to do was to insure our dog. It's a lot of year's to pay for something that you get nothing for. It might be a good idea if you contact your customers after a few years to see if you could offer a better insurance. If we had claimed before we would have known the problem. Saying your sorry means nothing.

Date of experience: 05 September 2023



**Position #2 based on overall positive vs. negative sentiment.**

# Petplan<sup>®</sup>

Best suited for:

**Owners of multiple pets and those with older pets.**

Best avoided:

**Owners who can't afford high premiums.**

**Total Reviews**

**500**

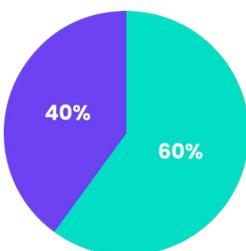
Overall sentiment was split:

**90%**  
**positive**

**10%**  
**negative**

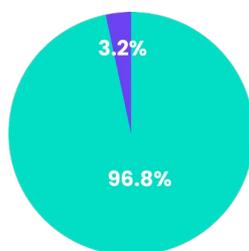
**Premiums**

Total reviews: 68



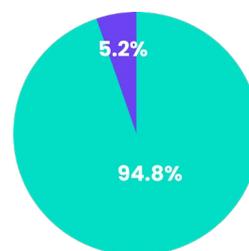
**Empathy & Care:**

Total reviews: 65



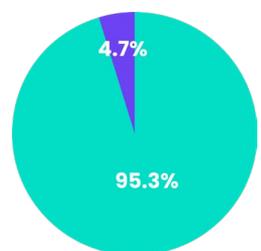
**Customer Service**

Total reviews: 156



**Claims Process:**

Total reviews: 211



**Key:** ● Positive ● Negative

## Where it did well

-  Scored high overall, especially for the claims process.
-  Many consumers praised the company for their sympathy and care when pets were ill.
-  Praise given by consumers for a transparent and easy claims process.

## Where it falls short

-  Numerous complaints on the increase in premiums.
-  Additional costs for older pets, with consumers seemingly unaware of the rise in cost.
-  Exclusions on policies that owners weren't aware of until pets became ill.

## Key features

-  **Lifetime Cover**
-  **No Time Limit Policies:** no time limits on how long you can claim for a particular condition.
-  **Vet Fee Limits**
-  **Additional Benefits:** may include third-party liability (for dogs), lost or stolen pets.

## Based on the findings, how could PetPlan improve?

### Increase Transparency Around Premium Increases

Address the numerous complaints regarding premium increases, especially for older pets. Improve communication with customers about potential premium hikes as their pets age and provide clear explanations for these increases upfront.

### Clarify Policy Exclusions

Some customers were unaware of policy exclusions until their pet became ill. Enhance transparency by clearly outlining all exclusions during the sign-up process and in renewal communications. Consider providing a simple checklist or summary of key exclusions to make this information easily accessible.

## How could PetPlan improve? (Cont.)

### Improve Awareness of Additional Costs for Older Pets

The additional costs for older pets have caught some customers off guard. Communicate these potential costs when customers first enrol or as their pets approach a certain age. Offering personalised policy reviews as pets age could also help manage customer expectations.

**J** Jessie Blahh  
1 review GB



A day ago

#### Couldn't recommend Petplan enough...

Our cat had a couple of strokes in 2022 and the vet bills were over £7,000 but because we had Petplan, we paid an £85 fee through the vets and they sorted it all out for us we didn't have to fill out any forms and it was one thing we didn't have to think about which helped us a lot. I now have 3 cats and they are all covered with Petplan, I pay around £100 a month for them all but I know that they are covered for life and it puts my mind at rest. Thank you Petplan.

Date of experience: July 18, 2024

**J&** JILL & IAN ANDERSON  
1 review GB



A day ago

#### Highly recommend Pet Plan

Very prompt in acknowledging our pet insurance claim and dealt with it sympathetically and we were informed of the claim reimbursement within a week of treatment. I can highly recommend Pet Plan for your pet.

Date of experience: July 15, 2024

**AG** A Gordon  
54 reviews GB



#### Excellent service

Have been with Petplan for nearly fifteen years and don't know what I would have done without my policies. Sadly all three of my cats have passed away but Petplan has enabled me to make sure that I've always been able to give them the best treatment when they've been ill. Thank you so much.

**JF** Jillian Flitcroft-Hurst  
7 reviews GB



Updated Jun 4, 2024

#### Shocking company

Shocking company, we had not claimed for 18 months and they put our premium up to £65 a month! Greedy, greedy, greedy!!! Our beloved dog passed away two weeks ago, we rang to cancel the insurance the bloke who took the call was unsympathetic obviously did not care at all, he waffled on saying we we owed £9 because we were cancelling mid month 🤔 so, we are paying a premium on a dog who no longer exists, absolutely disgusting, will definitely never recommend Petplan to anyone, should be ashamed of themselves and, if Petplan read this review they do not need to come back speling about end of contracts, a bit of compassion goes a long way which is very lacking in this company.



# Position #3 based on overall positive vs. negative sentiment.



Best suited for:

**Tech-savvy pet owners who want to manage their insurance digitally.**

Best avoided:

**If you want value-adds or have a breed that is deemed dangerous.**

**Total Reviews**

**500**

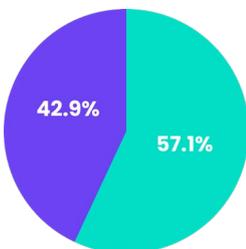
Overall sentiment was split:

**77.2%**  
**positive**

**23.8%**  
**negative**

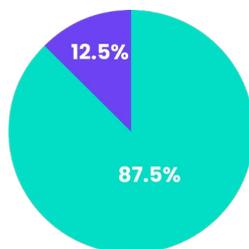
## Premiums

Total reviews: 212



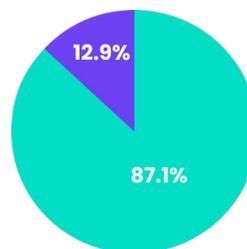
## Empathy & Care:

Total reviews: 48



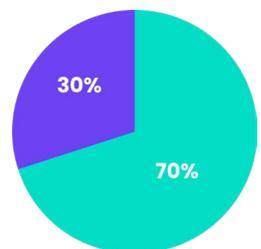
## Customer Service

Total reviews: 70



## Claims Process:

Total reviews: 170



**Key:** ● Positive ● Negative

## Where it did well

-  Praised for its empathy and care towards their customers when pets were ill or had passed away.
-  Customer service was overall strong, with staff answering requests quickly.
-  Although some found the premiums to be expensive, the majority found the cost fair for the cover they received.

## Where it falls short

-  Consumers found the claims process to be difficult and lengthy.
-  Numerous consumers noted little value-add in expensive premiums.
-  Many consumers said their claims were rejected.

## Key features

-  **Transparent Pricing**
-  **Flexible Policies**
-  **Lifetime Cover**
-  **High Vet Fee Limits**
-  **Digital Experience:** They have an online platform and app.
-  **Additional Features:** may include extra benefits such as coverage for alternative therapies, behavioural treatments, and third-party liability insurance for dogs.

## Based on the findings, how could Waggle improve?

### Streamline the Claims Process:

Address the significant number of complaints regarding the difficulty and length of the claims process. Simplifying the process, providing clearer instructions, and reducing processing times could improve overall customer satisfaction. Offering more direct communication channels, such as a dedicated claims support line, could also help.

### Increase Value for Premiums:

With nearly 43% of premium-related reviews being negative, there's a need to increase the perceived value of the premiums. Adding more value-add services or benefits, such as wellness programs, preventive care, or discounts on pet-related products and services, could achieve this.

## How could Waggel improve? (Cont.)

### Targeted Communication for High-Risk Breeds:

Since Waggel may not be the best option for breeds deemed dangerous, ensure Waggel clearly communicates this information during the sign-up process to avoid future dissatisfaction. Offering specialised plans for these breeds or partnering with another provider could be a solution.

**RK** Rosanna Kit Man Wong  
6 reviews @ HK

★★★★★ Verified

19 hours ago

#### It's lovely to have instant help form...

It's lovely to have instant help form the staff. Worry and panic for my pet's urgent surgery for the claim process in submitting documents and information in the website. The staff is very very helpful.

Date of experience: 12 July 2024

**CG**  
5 reviews @ GB

★★★★★ Verified

4 days ago

#### Caring

Absolutely no faults to report. Excellent from start of claim to settling the bill. Thank you for asking about wee Freddie too 😊❤️

Date of experience: 17 July 2024

**Jl** Jibs  
2 reviews @ GB

★☆☆☆☆

15 Jul 2024

#### STAY AWAY FROM WAGGEL

0 star, declined my claim, puppy had an allergic reaction turned out to be ear infection, we took him to the vet and during the process the vet recomended we give him thier raw diet food as we mentioned he doesnt like kebble, fast forward 6 months later, he is underweight and had to do some blood test which came up to over £400, fortunately no issues detected, tried to claim the money back, suprise suprise Waggel declined, stating the fact the Vet recomened he should have thier own brand raw diet as a reason to decline because he was being fussy with his biscuit food and already this counted as a pre existng issue. I WOULD HIGHLY RECOMEND YOU STAY AWAY FROM THEM. secod claim declined, despite the vet sending evidence the visit was related to an allergy which turned out to be ear infection. Never again.

Date of experience: 15 July 2024

**CU** Customer  
2 reviews @ GB

★☆☆☆☆ Verified

Updated 12 Jul 2024

#### Dishonest Thieves

Dishonest Thieves

Despite seeking advice and being told that our insurance was fine when we took a precautionary approach surrounding the XL Bully ban (my dog is not an XL - but the typing was and still is vague - I have since paid for a DLO assessment and she is not type so when announced I can remove her from the list) but at the time owners were advised to comply if unsure. The customer service representatives said that as she is chipped/ registered with Waggel and at the vet as her actual breed that I should have no issues.

They have since cancelled our policy.

At our renewal our premium increased to almost 3 times what it was (despite no claims in the prior 12months). Absolutely disgusted, the email acknowledged I was given incorrect advice and yet they have not reimbursed any of the premiums paid.

Have updated to clarify that my dog isn't an XL which is what the customer service representative who has responded is trying to say, and there were several conversations had with the support team when the ban typing was announced and following on from that as well.... I have reached out directly and have had no response which is why I have resorted to leaving this review.

Date of experience: 11 July 2024



Position #4 based on overall positive vs negative sentiment.

# ManyPets

Best suited for:

**Younger Pet Owners or Owners of Younger Pets.**

Best avoided:

**By those with older pets as premiums will increase with age.**

Total Reviews

**500**

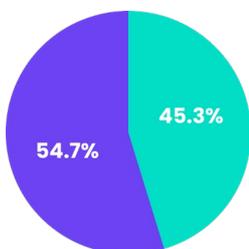
Overall sentiment was split:

**67.2%**  
positive

**32.8%**  
negative

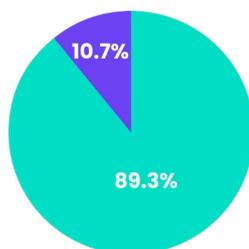
**Premiums**

Total reviews: 130



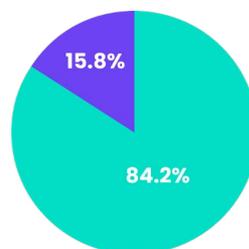
**Empathy & Care:**

Total reviews: 47



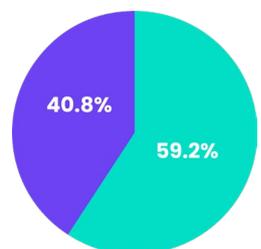
**Customer Service**

Total reviews: 139



**Claims Process:**

Total reviews: 184



Key: Positive Negative

## Where it did well

- Overall, the majority found the claims process to be easy.
- Most consumers received empathy and care when dealing with difficult issues.
- A lot of consumers have stayed with the company for years and are loyal.

## Where it falls short

- Many complaints on the cost of premiums and increase in costs.
- Some found the claims process to be difficult, and many had their claims rejected.
- While some found customer service to be friendly, many made complaints that months passed without feedback from Many Pets.

## Key features

- Flexible Policies**
- Lifetime Cover**
- High Vet Fee Limits**
- No Upper Age Limits**
- Digital Platform:** an online platform and mobile app
- Additional Benefits:** may include extra benefits such as coverage for alternative therapies, behavioural treatments, and boarding fees.

## Based on the findings, how could ManyPets improve?

### Improve Customer Service Responsiveness:

Address the complaints about slow customer service responses by investing in faster, more efficient communication channels. Implementing a dedicated follow-up system to ensure no customer enquiries are left unanswered for extended periods could improve overall satisfaction.

### Increase Transparency on Policy Exclusions:

Some customers may have been surprised by claim rejections due to policy exclusions. Enhancing transparency around what is and isn't covered during the sign-up process and providing regular reminders during policy renewals could help manage customer expectations better.

## How could ManyPets improve? (Cont.)

### Address Premium Cost Concerns

With over half of the reviews about premiums being negative, Many Pets should consider ways to manage premium increases, especially for older pets. Offering more transparent communication about why premiums rise with age and exploring options like loyalty discounts or multi-pet discounts could help alleviate customer concerns.

**PP Paul Pickering**  
2 reviews GB

★★★★★ Verified

#### Excellent communication and prompt...

Excellent communication and prompt payment, really is a pleasure to be with you as you really do have out pets wellbeing at heart, would recommend you to anybody for pet insurance A++++

Date of experience: July 02, 2024

**EE Elizabeth Evans**  
3 reviews GB

★★★★★

Jul 11, 2024

#### Quick and easy claim.

Many Pets online claims procedure is so easy to use and my claim was paid within a day! Brilliant 😊

Date of experience: July 10, 2024

**MA Mrs Ann Miller**  
3 reviews IM

★★★★☆ Verified

Jul 10, 2024

#### An easy sign up.

The signing up for insurance was very easy. The person on the phone who I called with a query was both polite and helpful. We have not made any claims yet so it will remain to see whether this insurance is as good as it states.

Date of experience: July 09, 2024

**S Sue Bowen**  
5 reviews GB

★★★☆☆

Updated Jul 4, 2024

#### Easy to Claim but be careful of a hugely increased premium

Our recent first claim was absolutely painless. We had already paid our vet and expected to wait to be reimbursed but our claim was settled in a week. EDIT: had i known that ManyPets were going to increase my monthly premium a week later from £91 per month to £135 my review would have been entirely different. I had never claimed for this dog from any insurance policy before. Rip off

Date of experience: July 02, 2024

**Position #5 based on overall positive vs. negative sentiment.**

# animal Friends

Best suited for:

**Those who are  
tech-savvy.**

Best avoided:

**By those who want  
a more personal  
approach.**

**Total Reviews**

**500**

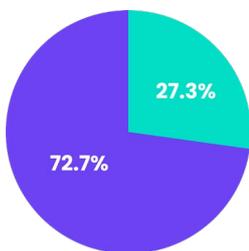
Overall sentiment was split:

**63.8%**  
**positive**

**36.2%**  
**negative**

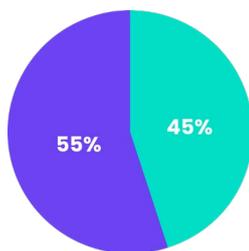
**Premiums**

Total reviews: 95



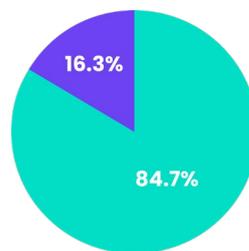
**Empathy & Care:**

Total reviews: 44



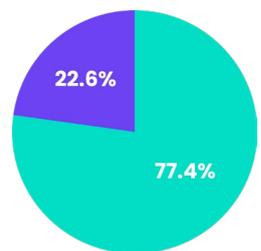
**Customer Service**

Total reviews: 144



**Claims Process:**

Total reviews: 212



**Key:**  Positive  Negative

## Where it did well

- Many praised an easy claims process with fast payouts.
- Majority found their customer service to be helpful and friendly.
- Some commented on the ease of using the digital app to make claims.

## Where it falls short

- Most found premiums to be too high and increasing without proper communication.
- Majority of consumers found the company to be unsympathetic in times of stress.
- Some commented that they were difficult to speak to.

## Key features

- Policy Options:** including essential cover, plus cover, and premium cover
- Lifetime Policies**
- High Vet Fee Limits**
- No Upper Age Limits**
- Charity Support:** They have a policy of donating a portion of their profits to animal charities, which supports various initiatives and helps animals in need.
- Digital Tools:** They offer online account management and a mobile app to make it easier to manage your policy, file claims, and access customer support.

## Based on the findings, how could Animal Friends improve?

### Enhance Empathy and Support:

Many customers found the company unsympathetic during stressful times. Investing in empathy training for customer service representatives, particularly for handling sensitive situations involving pet health or loss, could greatly improve customer satisfaction.

### Promote Charity Involvement:

Animal Friends' policy of donating to animal charities is a strong selling point. Promoting this aspect more prominently in marketing and customer communications could help enhance the brand's image and attract customers who value social responsibility.

## How could Animal Friends improve? (Cont.)

### Address Premium Concerns

With a significant majority of negative feedback on premiums, Animal Friends should focus on improving transparency around premium increases. Providing clear, proactive communication about why premiums are rising and exploring more competitive pricing options could help mitigate customer dissatisfaction.

MW MRS WATERSON  
5 reviews GB

★★★★★ Verified

3 Jul 2024

#### Animal Friends are easily contactable...

Animal Friends are easily contactable and pay up promptly with no fuss. I had three beautiful dogs until alas I lost my two old boys at the beginning of June. Animal Friends helped pay for the majority of their medication in the last eighteen months of their lives, it helped my boys and I immensely.

Date of experience: 26 June 2024

PB Paul Berryman  
21 reviews GB

★★★★★ Verified

A day ago

#### Excellent service

Excellent service. Claims handling is fast and efficient.

Date of experience: 03 July 2024

★☆☆☆☆

Mar 25, 2024

#### Absolute ripoff!!!

Absolute ripoff, second time running! Premium increase from last year by 78%, despite no claims & actually 290% increase from the year prior!!! Despite never not wanting auto-renewals, which as always they keep applying this and making it very difficult to establish how to stop this. I wouldn't mind apart from the extortionate renewals, which shouldn't be allowed!!! Gone elsewhere to 'Many Pets' and premium inline with last year with a higher level of cover!

Date of experience: March 23, 2024

PR Philip Reade  
5 reviews GB

★☆☆☆☆

24 Jun 2024

#### Absolutely shocking cancelled my...

Absolutely shocking cancelled my insurance when put a claim in !!! Shocking company and getting through to get my money back shocking customer service steer clear of this company

Date of experience: 24 June 2024



# Insight from Propello

The goal of a customer loyalty solution is to create a holistic and engaging experience for pet owners. Let's take a look at some of the insights we've gained. These will help you understand how insurers with loyalty programmes go beyond traditional insurance boundaries, building stronger, more lasting relationships with their customers.

## Simply offering coverage is no longer enough

Customers are increasingly seeking value beyond basic protection for their pets. Where they begin to find that value is in loyalty and reward solutions. A well-designed loyalty programme is a dramatic first step towards enhancing the customer experience. As insurers can offer personalised rewards and benefits that resonate with pet owners because they are relevant to their circumstances.

Incentives could range from discounts on pet supplies to exclusive access to pet care workshops. Incentivising preventive care, benefits pet health in the long run, and helps owners manage and even mitigate claim frequencies. For example, taking pets for regular check-ups, vaccinations and recommended health screenings.

All of these preventative care measures could be viewed as lower-risk. Thereby impacting the underwriting process for the customer. Offering premium discounts for these behaviours encourages better overall pet health, potentially reducing the frequency and severity of claims.

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## Pet insurance is perfect for community

One of the most promising aspects of reward solutions is their ability to nurture community. Pet ownership is inherently social. A loyalty platform can tap into this by connecting pet owners with each other.

Community-building is a fantastic way for insurers to transcend their traditional service of providing financial protection. It positions them as a partner in the pet ownership journey. An integral node that connects like minded individuals (pet owners) with common interests (their pets).

In addition, providing forums or other channels for a community to interact, creates a place for policyholders to celebrate your brand and resolve one another's queries.

## Pet insurance customers want to be educated

Providing educational resources is highly appreciated. Pet owners value insurers who go beyond just offering financial protection and position themselves as partners in pet health. It helps them make informed decisions about their pet's health. This could include providing access to veterinary advice lines, offering educational content on pet care, or even partnering with pet health apps to promote preventative care.

The positive outcomes to follow speak for themselves. The pet enjoys better health. Owners are satisfied their furry loved ones are well, and your brand is perceived as a trusted authority when it comes to looking after four-legged friends.

## Pet insurance customers want clearer communication

Transparency in policy terms and coverage is increasingly important to consumers. Clearly communicating to pet owners how their actions influence premiums leads to informed customers. That's important because informed customers are engaged pet owners – or better yet – active partners in managing their pets' health risks.

Pet owners want clear, jargon-free explanations of what is and isn't covered. They appreciate insurers who proactively communicate about policy details, potential exclusions, and any changes that might affect their coverage.



## Partnerships are ideal in a rapidly growing market

In the midst of a growing market, it's easy to get lost in the crowd. Partnering with pet-related businesses gives your brand a unique twist. It extends your value proposition in other areas related to your customers' pets. In other words, making your service more comprehensive in the eyes of consumers.

Exclusive discounts or special offers on products like healthier food options and toys that encourage exercise, attract customers for one simple reason; they're getting more of what they want for less. They pay the initial cost of coverage and in return get access to a whole range of pet-related brands. Resulting in healthier and happier pets.

## Gamified loyalty programmes encourage pet care

We're not saying pet owners need incentives to look after their pets. Although sometimes routine tasks begin to feel like a chore. With gamification elements inside your loyalty programme, you can make routine pet care more engaging for owners.

Insurers tying a reward system to both owner and pet become integral in their relationship. It unifies the experience of both pet and owner in the customer journey. Of course, pets don't know they're insured. But they'll appreciate a treat. So why not treat owners when they fulfil certain behaviours for their pets that keep them healthy?

## Make the underwriting process flexible

Looking forward to the future, it's clear the underwriting process is ripe for innovation. Especially for pet insurance providers. By using technology that gathers more granular data, pet insurers could create a more nuanced, personalised approach to risk assessments.

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## Make the underwriting process flexible (Continued)

Pet insurance premiums are traditionally calculated against broad categories. Some of which we've seen already. Factors like the pet's age, breed and location. While these elements certainly play a role in determining risk, let's face it, they paint an incomplete picture.

Every pet is unique. Again, as we've seen in the customer reviews we've shared. One of which mentioned a puppy whose ear infection was initially diagnosed as an allergic reaction. This highlights an important point. Your underwriting processes should reflect their individuality.

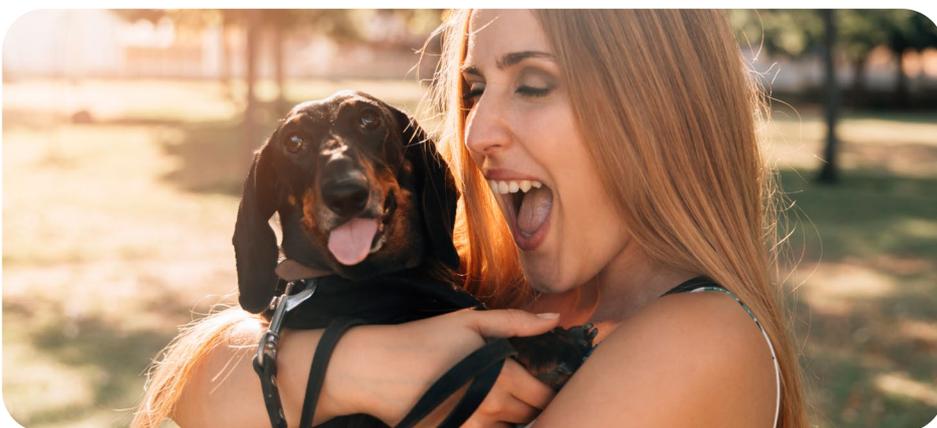
That's exactly why pet owners value flexibility in coverage options. The ability to customise policies to fit their specific needs - whether adjusting deductibles, choosing between accident-only or comprehensive coverage, or adding wellness care options - allows consumers to feel more in control of their pet's healthcare decisions.

## Pet wearables are on the rise

The rise of pet wearables and health tracking devices opens up new possibilities for insurers. Such as Integrating real-time health and activity data. Using said data to inform underwriting models, paints a more accurate picture of a pet's health status and its potential risks. In fact, this approach mirrors the 'vitality' programmes we've seen succeed massively within human health insurance.

Beyond activity tracking, advancements in veterinary diagnostics could also play a role in refining underwriting processes. Genetic testing for pets is becoming more common and affordable. Considering genetic predisposition into risk models, provides more accurate, personalised pricing.

Of course, this would need to be balanced with ethical considerations to avoid genetic discrimination. Plus, insurers must make sure to let potential customers know of any impact genetic risks may have on premiums further down the line.



## AI is a pet insurer's best friend

Another area ripe for improvement is the use of AI and machine learning. Technologies that could help pet insurers identify subtle patterns and risk factors that we humans just might miss. Think about the implications this would have on your risk assessments. How accurate they would be as a result of AI, analysing vast amounts of claims data.

Continual refinement of risk assessment models would make them more accurate over time and lead to dynamic and responsive pricing. This is a fairer system that rewards responsible pet ownership. This approach has the potential to improve outcomes for pets, provide better value for owners, and create a more sustainable business model for insurers.

## Customers expect overhauled overall experiences

When it comes to pet insurance, the premium cost is just one piece of a complex puzzle that influences consumer satisfaction and loyalty. Our research shows that pet owners are increasingly discerning, and are valuing a multifaceted approach to their insurance experience.

Overall user experience sits at the forefront of consumer concerns. Today, pet owners expect seamless interactions with their insurance providers. This encompasses everything from being able to easily submit claims, track their status, receive prompt reimbursements, to intuitive online platforms for policy management and streamlined claims processes.

As we've seen, the claims experience in particular is a make-or-break moment for many customers. Speed, fairness, and transparency are a super effective combination in the claims processing that significantly influences customer satisfaction and retention. Insurers who invest in streamlining this process and communicating clearly throughout will secure higher levels of customer loyalty.



## Compassion goes a long way for long term loyalty

Compassion resonates deeply with pet owners. They're not insuring an asset; they're protecting a beloved family member. Insurance providers who show genuine empathy during challenging times when a pet is ill or injured - often earn lasting loyalty from their customers.

Compassion should be evident in all touchpoints, from customer service interactions to the language used in policy documents.

### In conclusion...

While competitive pricing remains important, it's clear that pet insurance consumers are looking for value that extends far beyond just the cost of premiums. Insurers who deliver on the multiple fronts we've uncovered in our insights are likely to thrive in this rapidly evolving market. These include:

- 🐾 Offering a superior user experience.
- 🐾 Demonstrating genuine compassion.
- 🐾 Providing flexible and transparent coverage.
- 🐾 Aligning with consumers' values.

The future leaders in pet insurance will be those who successfully blend financial protection with a holistic approach to pet care and customer service.



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# About Propello Cloud

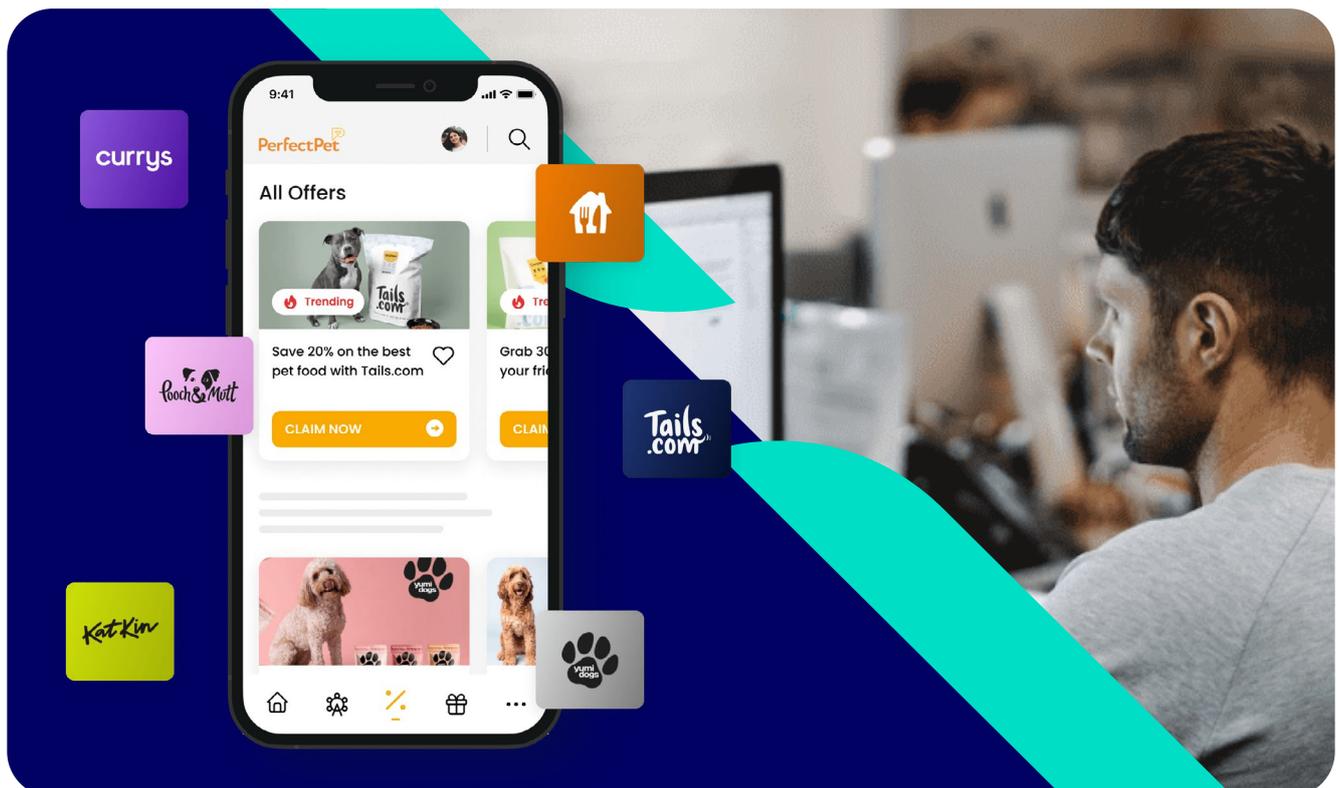
Designed exclusively for mid to enterprise organisations, **Propello** provides a 'plug and play' white-label loyalty solution, instantly enabling our clients to build out scalable rewards and loyalty programmes with our combined tech and reward content-enabled solution.

Scalable with audiences from 1,000 to 1,000,000+, our reward-driven loyalty models offer tremendous value at scale, providing instant access to rewards and benefits from all the leading brand partners.

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*Using Propello has unlocked huge value for our members, with Premium Plus+ membership subscriptions having reached an all-time high.*

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