



Complexity

Our products and our buying process can be complex. From pre-sale exams to regulation-filled customer communications, some customers have difficulty navigating through our processes.



Low Touch

Our experience can be described as “buy it and forgot it”. Other than regulation-required communications (which for some products is very few), customers can go years without hearing from Prudential.



Uncool

Let's face it, life insurance isn't a cool or sexy product. Customers don't want to think about their own mortality, and they don't want to talk about it at dinner parties.



Lack of Advocacy

According to a LIMRA study, customers are more likely to recommend their mattress than their insurance company or insurance agent to a friend. To get customers to advocate for us, we truly have to go above and beyond.