



+

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How AI Search is redefining trust in the Insurance buying journey

What Insurance Agencies need to know about visibility, credibility, and customer experience

Presented in partnership with **BIG "I"** and **ACT**.

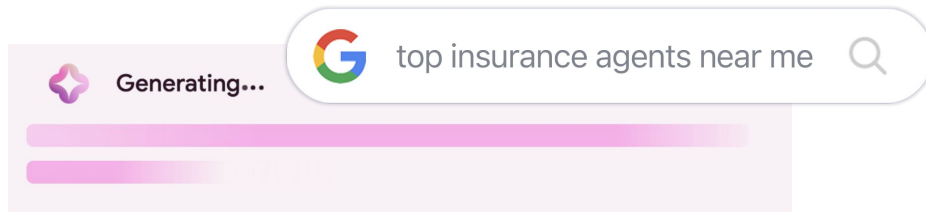
Meet Rich Mackoy

Insurance Search Rank Expert



How many of you think you appear in AI search results?

*Who thinks AI search results even matter?
Aren't they the same as Google results?*



Why AI matters to insurance today

1.9B Gen AI app downloads have reached 1.9 billion, up 319% from the previous year

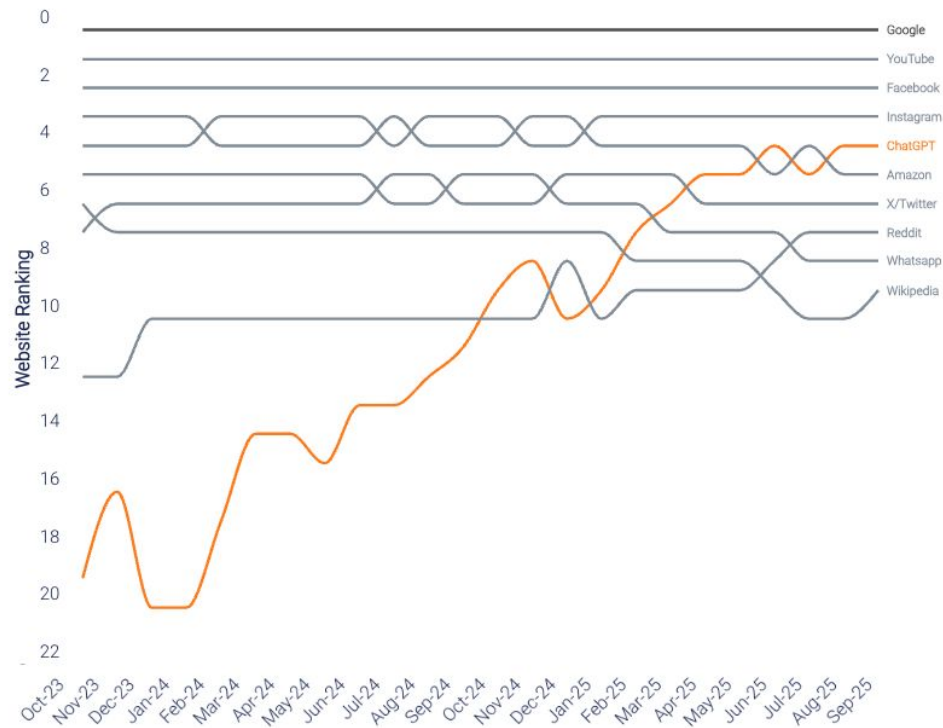
53% Gen AI users are between the ages of 18 & 34

2B Referral traffic from Gen AI platforms has climbed to 2 billion visits, which is a 778% year-over-year increase

7% Gen AI traffic goes to transactional sites, two percentage points higher than Google

Ranking of Current top 10 Websites by Monthly Visits

Worldwide, Desktop & Mobile Web, Oct 2023 – Sept 2025



Appearing in AI search results is becoming increasingly crucial.

52%

Currently, more than half of U.S. adults (52%) are utilising tools like ChatGPT to find answers online.

22%

Only 22% of marketers are currently tracking visibility in AI tools like ChatGPT or Gemini.

82%

Of consumers say AI search is more helpful than traditional engines.

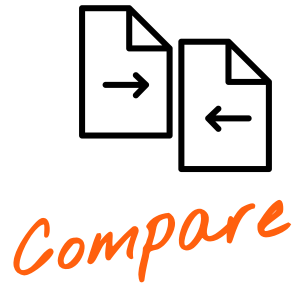
The Insurance buying journey has quietly changed



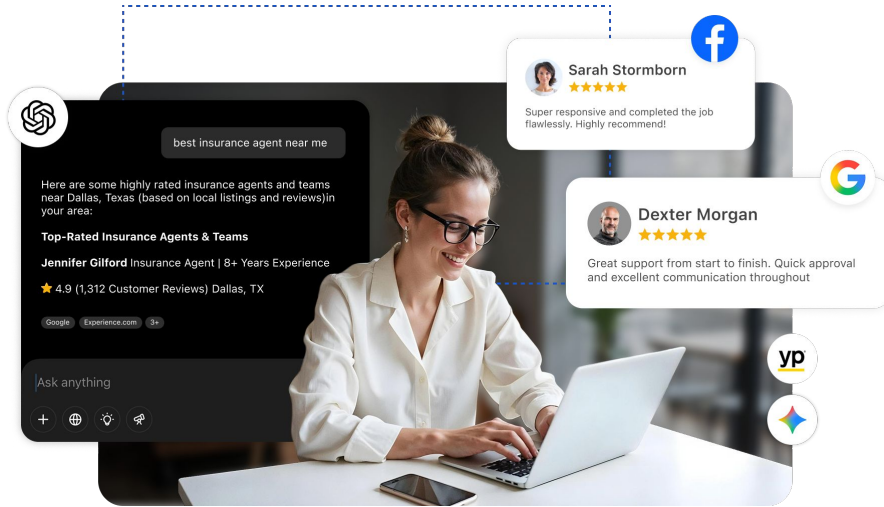
- ▶ Consumers are asking, not searching
- ▶ Fewer agencies are being surfaced
- ▶ Trust is being evaluated before the first conversation

Discovery → Evaluation → Trust

AI compresses the decision process — trust signals matter sooner.



AI doesn't change what matters—it changes what's visible.



- ▶ AI summarizes instead of listing
- ▶ AI filters instead of browsing
- ▶ AI favors consistency, credibility, validation

Trust signals decide who gets surfaced

- ▶ Consistent business information
- ▶ Recent, authentic reviews
- ▶ Third-party validation
- ▶ Clear professional identity

Listed Sites

Take Action 02

New 5 Star Review!

David John
★★★★★

Generate Reply Reply

Generate Reply Reply

Generate Reply Reply

Maria Grace
4.9 ★★★★★ (1063) · Insurance Agent

Address

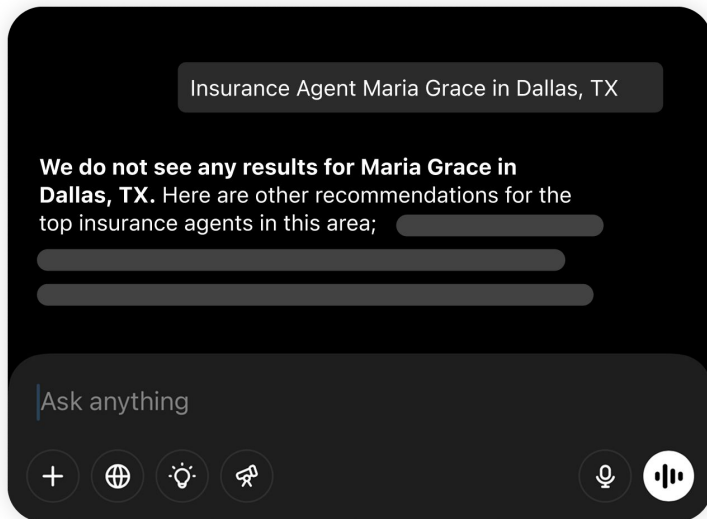
Hours

Phone 456 987 1234

Update All Directories

Great service \neq Digital visibility

Many agencies deliver excellent experiences



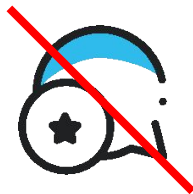
Often, those experiences are:

- ✓ Offline
- ✓ Unstructured
- ✓ Inconsistent
- ✓ Invisible to AI

Customer Experience is fragmented by design



*Different teams own
different moments*



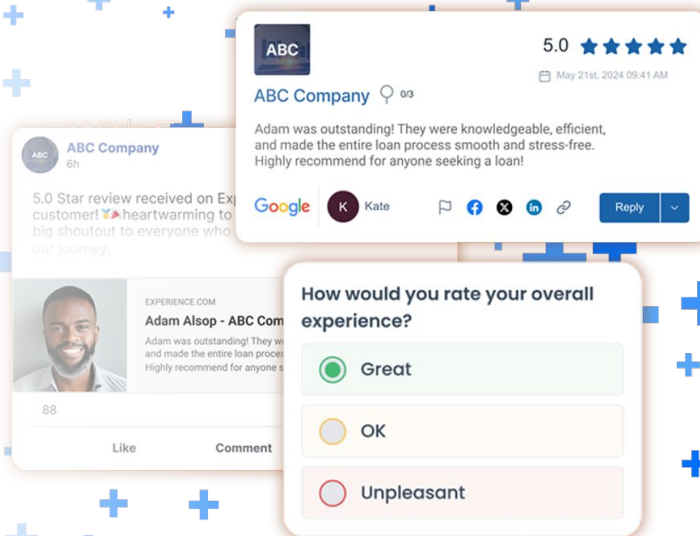
*Feedback is anecdotal
or delayed*



*No system of record
for experience*

Online Reputation reflects internal experience

Reviews don't just create trust.
They reveal it!



Customer Experience now impacts whether you're found



Negative Reviews

Negative reviews happen.

1.0 ★★★★★

Google



Luhar I

Pricing is too high. They force tracking device for auto and use it to raise your price on renewing. I would add further to this review is that this person as an agent is also not nice to talk to. He yells. He fails to provide details and charges... [read more](#)

1.0 ★★★★★

Google



April W

While I'm leaving this review i don't won't to necessarily down the agency but Mr. Worley you may want to check out the practices and habits of some of your people especially your new hires. Rude,not professional or thoural.

Complaint Resolution Settings

If score is less than



Response is

Unpleasant ×

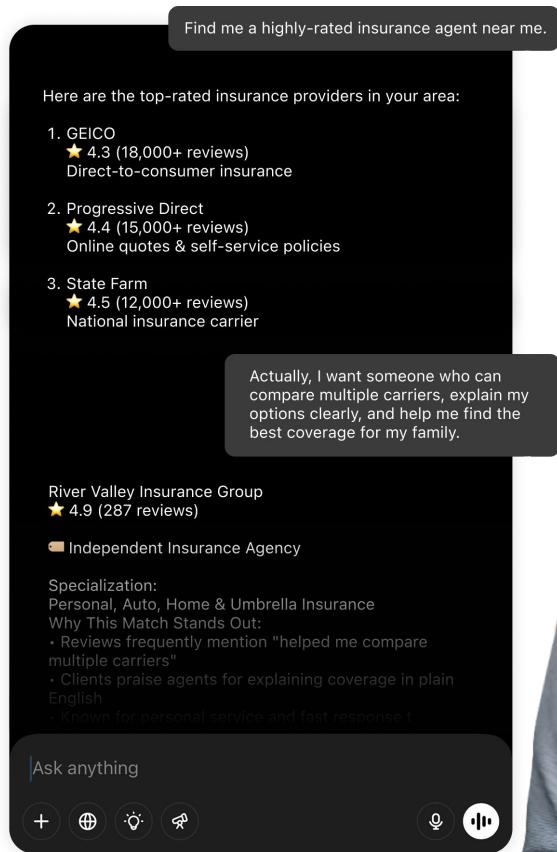
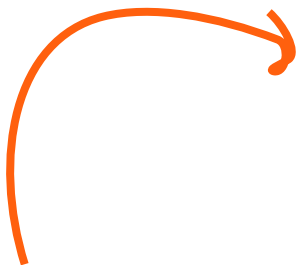
Send alert to

manager@gmail.com

Need to operationalize positive feedback

What is a zero click customer?

Sarah's Story



Adapting without chasing technology



- ▶ Consistency over novelty
- ▶ Structure over anecdotes
- ▶ Feedback as data
- ▶ Trust as a system, not a campaign

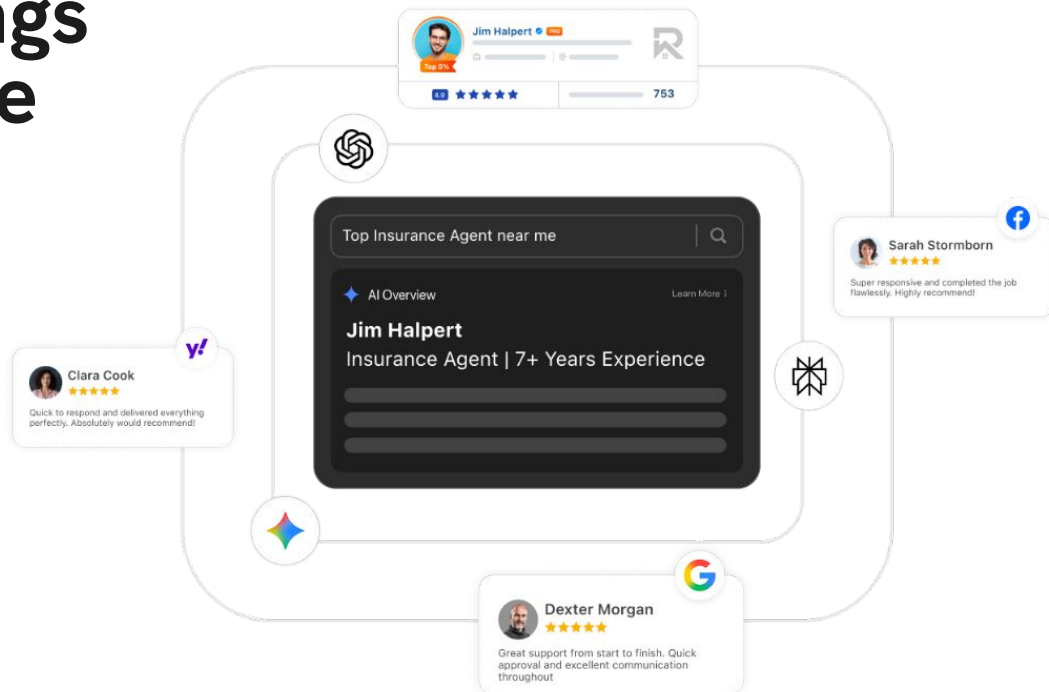
Why this matters in a modern agency environment

- ▶ Agencies already run on systems and workflows
- ▶ CX connects operations to perception
- ▶ Trust outcomes are shaped by operational discipline



The future belongs to trusted, visible agencies

- ▶ Experience is intentional
- ▶ Feedback is continuous
- ▶ Reputation reflects reality



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VOCE

Profile

Reviews

Web Analytics

Listings

Devin Jacobs
You are Ranked 13 of 106 Loan Consultant in Bettendorf, IA

470
Search Rank Score*
+10 ↑ Than last week

Connections

Google

Facebook

LinkedIn

Your article is being discovered

Which Denver View Will Inspire Your Next Masterpiece?

Discovering the best spots to paint in [Denver](#) can transform your art practice, offering stunning [mountain views](#) and unique urban backdrops.

Local artists recommend visiting during **golden hour** for the most dramatic lighting, especially at Red Rocks and City Park.

248

views

12

mentions


92

AI Score


Google Boost

AI Learning





AI didn't change
trust—it made
it non-negotiable



*“The agencies that win won't be
the most automated—**they'll be
the most trusted.**”*

Q&A

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FOR TECHNOLOGY.

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Thank you