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The Long-Term Relationship between Insurance Customers and Agents: The Importance of Full Disclosure for Optimal Coverage

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ABSTRACT

This review article explores the critical role of full disclosure in fostering a long-term relationship between insurance customers and agents. This examines the functional responsibilities of insuring agents, the importance of full disclosure, strategies for building lasting relationships, and how full disclosure leads to optimal coverage. This also addresses challenges and barriers to full disclosure and discusses future trends in the insurance industry. For the execution of this review, the recent research and reviews/articles published are based on the Long-Term Relationship Between Insurance Customers and Agents: The Importance of Full Disclosure for Optimal Coverage. In this given review, data was gathered by the applicability of several search engines. Studies or journal articles were selected through inclusion-exclusion criteria. The studies selected from the years ranging between 2019 to 2024 by using different keywords like "Insurance customers," "agents," "full disclosure," "optimal coverage." After searching relevant papers on different search engines including Google Scholar, to apply different keywords like "Insurance customers," "agents," "full disclosure," and "optimal coverage," the researcher initially found 2200 papers for publication relevant to. After filtration of studies, the researcher narrowed down to 400 articles related to the Importance of Full Disclosure for Optimal Coverage. After further screening and use of the most relevant variables of the study, the articles were reduced to 150. Customers have become more informed and technologically practical, and their expectations for transparency promote a personalised service in the insurance industry that has risen. Modern customers demand instant accessibility to information, clarity in communication, and tailored insurance solutions that meet specific needs.

INTRODUCTION

A relationship between insurance customers and agents is a crucial component in the insurance industry, and this dynamic interacts with building a foundation of trust, mutual understanding, and communication (Agyei *et al.*, 2020). Any relationship lies in the concept of full disclosure, and full disclosure directly refers to a transparent and complete sharing of relevant information between agents and customers. That practice is essential to ensure that the customers have optimal coverage tailored to their specific needs and maintain the integrity and reliability of the insurance process. Full disclosure plays a vital role in fostering a sense of trust and confidence between agents and their clients (Rijal & Saranani, 2023). By not building trust, full disclosure has ensured compliance with regulatory standards within its insurance industry.

This adheres to these standards by not protecting customers and safeguarding agents from legal issues to reinforce the credibility of an insurance provider. To maintain consistency in practicing full disclosure, agents demonstrated their commitments to ethical conduct and professional integrity, which is essential for cultivating long-term client relationships (Sivakumar *et al.*, 2024). The importance of full disclosure in the insurance industry cannot be overstated. This is a cornerstone of establishing and maintaining strong, enduring

relationships between its customers and agents. Through transparent communication, both parties would have better-understood trust, leading to optimal coverage in a more robust and resilient insurance sector (Mar, 2023). The insurance industry plays a crucial role in the global economy by providing financial protection against several risk factors, and this encompasses a wider range of products that include life, health, property, and casualty insurance.

Furthermore, the insurance companies relied on premiums paid by a policyholder to its pool risk and cover a potential loss. That system safeguarded individuals and businesses from unforeseen events and promoted economic stability by implementing risk management and financial planning (Abraham & Schwarcz, 2022). The insurance industry become a core component of the global economy because it provides financial protection and risk management for individuals and businesses. Within the industrial aspects, the relationship between insurance customers and agents is paramount, and insurance agents serve as the primary point of contact, guiding customers through the complexities of insurance products and helping them make informed decisions (Kousky, 2022). In the context of full disclosure, this refers to complete and transparent communication of all the relevant information through agents and customers. This ensures that customers receive optimal coverage tailored to their needs and circumstances.

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In addition, the relationship between insurance customers and agents was fundamental to the industry, and agents acted as intermediaries that bridged the gap between insurers and different policyholders (Swedloff, 2020). They are also responsible for understanding customer needs and explaining complex insurance and its products to ensure that customers are adequately covered. A strong trust-based relationship with the agents leads to better customer satisfaction, higher retention rates, and effective risk management. Furthermore, full disclosure insurance refers to complete and transparent communication of all the relevant information between agents and customers (Orias & Zaenal, 2024). That includes details of policy terms, conditions, exclusion, and premiums, as well as customers' personal and financial information. Full disclosure becomes significant because this ensures that both parties have the clarity to understand the coverage information clearly. This reduces the risk of disputes and ensures that customers receive appropriate protection (Orias & Zaenal, 2024). This review article explores the critical role of full disclosure in fostering a long-term relationship between insurance customers and agents. This examines the functional responsibilities of insuring agents, the importance of full disclosure, strategies for building lasting relationships, and how full disclosure leads to optimal coverage. This also addresses challenges and barriers to full disclosure and discusses future trends in the insurance industry.

LITERATURE REVIEW

Role of Insurance Agents

Insurance agents play a multifaceted role in the industry. This primary function includes advising customers on suitable coverage options, assisting a claim process, and providing ongoing support and updates about a policy change to a new insurance product. Agents were crucial to helping customers navigate that often complex and jargon-laden world of insurance (Apergis, 2024). This also ensures that they completely understand the terms and conditions of policies. Moreover, there are two main types of insurance agents: captive agents, those who exclusively work for the insurance company, and independent agents, who represent multiple insurers (Tondi, 2024). The agents' expertise significantly impacted customer satisfaction, and a knowledgeable agent can better match customers with appropriate policies and handle claims efficiently. An insurance agent performs several key functions and advises customers on coverage options that help them select a policy that best meets their needs (Pisoni, 2021). The agents were assisted with the claims process to ensure customers received a timely and fair settlement. This provides ongoing support to inform customers about policy updates, new products, and coverage changes.

In advising the customers, the agents thoroughly understand the products offered to inform the customer effectively. This assesses the customer's needs by explaining the policy options, and they help choose suitable coverage

(Lynn, 2022). This promotes advisory roles that are critical to ensure that customers are adequately protected against possible risk factors. The customers file a claim, and agents liaise between customers and insurers. They guide the customers through the claim process by helping them understand the necessary documentation and procedures (Mökander *et al.*, 2022). The agents advocate for their customers by ensuring that claims are efficient and processed fairly. In providing ongoing support and updates, the insurance must change over time because of life events such as a marriage or purchasing a new home. A captive agent works exclusively for one of the insurance companies. They have in-depth knowledge of the company's products to offer specialised advice, and their products range from a limited to what an employee provides. Furthermore, independent agents presented various insurance companies and offered a broader range of products to find the best deals for their customers (Dutta & Mishra, 2023). They also can provide more choices that lead to higher satisfaction. The expertise of insurance agents significantly influences customer satisfaction, and a knowledgeable agent can provide better advice that handles the claims more effectively, offering more personalised services. This expertise builds trust and confidence strengthens and ensures a relationship with a customer.

Ineffectiveness and Efficacy

Ineffectiveness and efficacy promote the offer of insurance services that rely on the quality and versatility of information disclosed to insecure or intermediaries by a policyholder (Hoai Anh, 2023). This is an important element for life insurance policies that have a key role in offering the insured financial stability and peace of mind through different negative events. There is an acknowledgment that disclosure of information in any contract is vital by informing the right decisions and information disclosure is based on essential issues. This is a more important factor because consumers mostly face higher financial insecurities, including unemployment and health-related issues (Millum & Bromwich, 2021). The need for better regulatory standards on marketing insurance products directly includes a disclosure. Policyholders are mostly expected to disclose information that is opposed to relevant information with different kinds of insurance, such as coverage offered by insurers with symbolic responsibility for disclosing information (Talesh & Cunningham, 2021).

Insurers are mostly expected to make disclosure statements in exchange for the premiums. This also helps to eliminate or minimize information asymmetry when making decisions about buying and selling products. Furthermore, insurance is a complex and often confusing product, and creating relationships between customers and their agents is crucial to ensure optimal coverage. Full disclosure is one of the key elements to fostering a strong, long-term relationship for insurance customers and agents (Jha *et al.*, 2021). A full disclosure refers to practicing both

parties that shares all the relevant information openly and honestly. Full disclosure directly allows for fully understanding client needs, risk factors, and preferences when a customer provides comprehensive information about a lifestyle, property, health, and other pertinent details for the agents that can tailor insurance policies to specific requirements.

Full Disclosure and Insurance Companies

This ensures that a client is neither underinsured nor overinsured by the policy, which might not become adequate protection that leads to a financial strain in the event of a claim, reinforcing a client's trust in the agent (Persad, 2020). Moreover, a full disclosure leads to favorable terms and conditions when insurance companies that clearly understand the risk they are underwriting and price policies become more accurate (Bajpai & Mazhar, 2022). This also results in lower premiums for the customers who maintained transparency with the lowest risk profile. An element of non-disclosure or misinformation is leading to a higher premium or even a policy cancellation, that was detrimental with customer agent relationship.

Importance of Full Disclosure

Full disclosure involves complete and honest communication of all the relevant information that was ensured to agents and customers, including all the details about its policy terms, conditions, and premiums, and this promotes accurate information about the customers' circumstances. From a legal perspective, the insurance agent must provide full disclosure to avoid a presentation (Enarsson *et al.*, 2022). In ethics, full disclosure is crucial to build trust that ensures customers are not misled or underinsured. On the other hand, a failure to disclose all the relevant information leads to serious consequences, such as policy cancellation, refusal claims, and a legal dispute. As a result, non-disclosure is a serious financial loss for customers and damages legal to ensure a reputation (Dumisa, 2021).

In the context of legal ramifications, the insurance law mandates a full disclosure for protecting a customer and non-compliance for an agent to adhere to these legal requirements for maintaining trust and avoiding legal complications. Full disclosure helps navigate the claims to process smoothly, and claims have filled in all the necessary information upfront, which allows for a quicker and more efficient resolution (Wang, 2022). Agents can advocate more effectively on behalf of clients by ensuring they receive the compensation they are entitled to. That level of support during a critical time strengthens the bond between customers and agents.

Building a Long-Term Relationship

Trust and transparency are foundations for building a long-term relationship between insurance agents and their customers. The customer must feel confident that agents were provided with accurate and complete information

to act in their best interest. Regular communication helps build long-term relationships and maintain trust (Courbage & Nicolas, 2021). It keeps the customer informed about a policy in which the change may affect its coverage, providing an opportunity for addressing the concerns or questions a customer may have. Furthermore, tailoring the services to meet a customer's needs enhances satisfaction and loyalty, so a personalised service directly involves understanding the unique circumstances of every customer that provides customised solutions (Maier *et al.*, 2020). This is to conduct a regular policy that reviews and ensures that customers' coverage remains adequate as circumstances change. This provided an opportunity to update policies to offer a new product that benefited customers. Moreover, a long-term relationship with its customers leads to higher retention rates, and loyal customers are likely to renew the policies to recommend their agent to others that contribute to business growth (Abraham & Joseph, 2024).

Stronger relationships also increase customer satisfaction, higher retention rates, and better risk management. Customers trust agents who are more likely to follow advice by maintaining adequate coverage. Transparency and trust are the cornerstones of a long-term relationship between insurance agents and customers, and agents were fostered through consistent communication and tailoring of personalised services to meet an individual need, an agent that ensures customer loyalty and retention (Abraham & Joseph, 2024). This promotes a stronger agent-customer relationship by improving customer retention, and strategies focused on elements leading to sustainable business, growth, and stability for insurance companies. Effectiveness in retention strategies was included in regular communication, personalized services, and ongoing support (Chiaromonte *et al.*, 2020). Consistency meets a customer's need to exceed their expectations, and agents also build long-lasting benefits for both parties.

MATERIALS AND METHODS

Search Strategy

For the execution of this review, the recent research and reviews/articles published are based on the Long-Term Relationship Between Insurance Customers and Agents: The Importance of Full Disclosure for Optimal Coverage. In this given review, data was gathered by the applicability of several search engines Studies or journal articles were selected through inclusion-exclusion criteria.

Search Engines and Keywords

The studies selected from the years ranging between 2019 to 2024 by using different keywords like "Insurance customers," "agents," "full disclosure," "optimal coverage," The search of words included in an article's title, abstract, and index keyword for examining a database for searching relevant papers to combine for using an operator like (Near, Next, and Within) and using BOOLEAN to operate a study.

Databases and Secondary Searches

Across all databases, the secondary search will be conducted to use all keywords and index terminologies. The third one is to find a reference list for all the studies, articles, and reports. A fourth one was searched to identify all research articles on Full Disclosure for Optimal Coverage on Google Scholar. The given article serves as a reviewed article, but not all the information is related to a single aspect, like insurance customer and agents.

Inclusion Criteria

- For a given study, the inclusion criteria were followed, and the researcher is responsible for including articles from 2019 to 2024.
- Those studies were selected in which abstracts were mentioned.
- Primary studies were chosen to demonstrate results.
- Previous articles were related to Long-Term Relationship Between Insurance Customers and Agents: The Importance of Full Disclosure for Optimal Coverage.

Exclusion Criteria

- Articles that were published before 2019 were excluded.
- Those studies that were published other than English Language were not considered.

RESULTS AND DISCUSSION

Results

The literature search process was comprehensive, covering multiple databases and search engines to ensure an exhaustive collection of relevant studies, articles, and reports. The secondary searches utilized all possible keywords and index terminologies pertinent to the topic. The tertiary search included reference lists of all identified studies to uncover additional relevant sources. Additionally, a thorough search on Google Scholar was conducted to locate research articles specifically focused on “Full Disclosure for Optimal Coverage.”

The inclusion and exclusion criteria were stringently applied to ensure the relevance and quality of the selected studies. Only articles published between 2019 and 2024 were considered. Furthermore, articles needed to have clearly mentioned abstracts and be primary studies related to the long-term relationship between insurance customers and agents, emphasizing the importance of full disclosure for optimal coverage. Studies published before 2019 or in languages other than English were excluded. The initial search yielded 2,200 papers across various databases and search engines. After applying the inclusion criteria, the number of articles was narrowed down to 400. Further screening, based on the relevance to full disclosure and insurance agents, reduced this number to 150. A final detailed review and application of the study variables resulted in 70 articles deemed most relevant for inclusion in this review.

Discussion

Optimal Coverage Through Full Disclosure

Full disclosure is an essential aspect that ensures optimal

coverage and allows an accurate risk assessment and the customised insurance solution to meet the customers' needs precisely. Full disclosure was practised, promoting customer benefits to more comprehensive and suitable coverage and preventing the losses of an event or a claim (Hassan, 2023). Furthermore, technology plays a pivotal role in enhancing disclosure and coverage, and digital tools facilitate better communication and policy management during data analytics, which enables the creation of a personalised coverage plan based on details of customer profiles. Furthermore, a full disclosure ensures that both the agents and customer have clarity in coverage and that transparency allows for a more accurate risk assessment to develop a customised insurance solution by meeting the customer's needs (Kanavas, 2023).

For accuracy, the customer provides complete and accurate information that better assesses customers' risk for appropriate coverage, and this helps prevent underinsurance solutions of customer needs. In the context of insurance customers and agents, technology has significantly enhanced disclosure and coverage transparency (Maier *et al.*, 2020). Different data platforms like online portals and mobile applications provide a seamless interface for customers to interact with insurance and access policy information anytime directly. These platforms enable customers to view different updates to personal policies and details and submit claims by communicating with an agent efficiently to ensure relevant information is disclosed and up to date (Shahbazi & Bunker, 2024). Real-time access to information fosters greater transparency, building trust between customers and agents to mitigate the risk of miscommunication and misunderstanding about a policy and its terms and coverage.

Data Analytics and Transformation

Data analytics played a crucial role in transforming how agents understand and meet their customers' needs by analysing larger datasets to ensure companies gain insight into their customers for the uniqueness of each customer's circumstances (Sarker, 2021). There is an example of predictive analysis that helps identify potential coverage gaps and proactively recommends adjusting a policy to ensure customers receive comprehensive protection. The presence of artificial intelligence was arguing the capabilities of an insurance agent. AI power chatbots have virtual assistance that handles routine customer inquiries, which would help assist and guide customers through its complexities and insurance processes (TAN, 2023). This allowed an agent to focus on more personalised, complex interactions requiring human expertise. An algorithm for machine learning analyses historical claim data and customers to interact by predicting future risks and recommending optimal coverage and options (Śmietanka *et al.*, 2021).

This promoted an advanced technology that provides more accurate and efficient services for improving customer experience. Blockchain technology offers transparency and security for insurance transactions to

create a decentralised and immutable ledger. Blockchain also ensures the disclosure of recorded policies and claims that cannot be altered. The longer-term relationship between insurance customers and agent's centers on trust, effective communication, and transparency. So, full disclosure is a foundation in nurturing relationships to ensure the customer receives optimal coverage tailored to its needs. Without comprehensive disclosure, the customers may have left this vulnerable to gaps by covering the unexpected limitations, potentially leading to dissatisfaction and trust (Shneiderman, 2020). From a customer perspective, knowing all pertinent policy details should enable informed decision-making that fosters confidence in their agent expertise. Conversely, the agent benefits from building transparency, credibility, and loyalty among all the clientele, establishing a trusted advisor rather than mere salespeople (Shneiderman, 2020).

A full disclosure promoted ethical business practices within the insurance industry that align with regulatory standards and moral principles. A fundamental property/casualty insurance risk is a prospect to insurer opportunism to claim a payment. That risk arises because of policymakers who perform a routine purpose of paying premiums (Parchomovsky & Siegelman, 2020), where insurers perform payments even to adopt an excessively aggressive step to pay on claims that are particular when they become large. So, the complexity and abstractness of a typical property/casualty and its insurance policies make it unclear whether the loss was indeed covered.

Role of Innovation in Enhancing Agent-Customer Relationship

Artificial intelligence and machine learning have transformed the insurance industry by enhancing risk assessment, improving customer service, and providing personalised insurance solutions. The AI-powered tools can analyse a huge amount of data by identifying the patterns and predicting the risks more accurately, allowing agents to offer better advice and coverage options (Haleem *et al.*, 2022). Machine learning algorithms personalised customer interaction by recommending policies based on individual behavior and preferences. In addition, AI chatbots and virtual assistants can handle routine inquiries and administrative tasks, freeing up the agents by focusing on complexity and value-added services (Kolasani, 2023). These technologies focus on improving efficiency and accuracy and enable a more personalised and responsive customer experience, strengthening agent-customer relationships.

Blockchain technology offers a significant potential to enhance transparency and security in insurance transactions. This is to provide a decentralised and tamper-proof ledger. Blockchain secures all the transaction records that are accurate and immutable. That level of transparency builds up the trust between customers and insurers, guarantees the integrity of information, and reduces the risk of fraud (Amponsah

et al., 2022). Smart contractors powered by blockchain can automate and streamline the claim process, which settles quickly and fairly based on predefined conditions. That automation reduced the potential for disputes and enhanced customer satisfaction by providing an efficient and reliable claim experience. As blockchain adoption grows, insurance operations' transparency, security, and efficiency significantly improve, further solidifying customer trust and loyalty (Kuznetsov *et al.*, 2024).

A principle of full disclosure fundamentally shapes a long-term relationship between insurance customers and agents. Moreover, full disclosure is essential in an insurance industry that fosters transparency and trust, allowing an agent to provide tailored coverage to meet the specific needs of their clients. This transparency is beneficial for the customers to ensure they are aware of and understand their policies (Nißen *et al.*, 2022). This helps avoid unexpected issues during the processing, enhancing trust and satisfaction with directed results of transparency. The customer feels more secure and confident in making decisions related to coverage. A full disclosure aids in improving the accuracy of policies against comprehensiveness and accurate information that identifies a precise requirement to its customers by reducing the risk of underinsurance or over-insurance (Saoula *et al.*, 2024).

Accuracy in Policies

The accuracy in policies ensures that the customer is adequate to protect the premium that remains fair. In addition, full disclosure helps maintain regulatory compliance, protecting customers and agents from legal complications and enhancing an insurance provider's credibility and reputation (Mateen *et al.*, 2023). Building and sustainability to long-term relationships in the insurance sector that rely heavily on consistency and honest communication fosters trust and satisfaction in customers to renew their policies and refer others, providing a steady business flow for an agent (Nivedhitha Sathish Kumar, 2023). Ultimately, this prioritises a full disclosure that strengthens these relationships to ensure clients feel their interests are genuinely prioritised, leading to a mutual benefit. This emphasised full disclosure by boosting a customer and solidifying an agent's reputation as a trustworthy advisor, which is crucial to long-term success in their practices.

Advanced technology enhances long-term relationships between insurance customers and agents by facilitating efficient communication, personalised services, and streamlining processes. Most insurance customers prefer to use digital channels by interacting with insurers, highlighting an increased reliance on technology in the insurance industry (Edunjobi, 2024). The advancement in relationship management systems was equipped with artificial intelligence (AI) and machine learning (ML) algorithms that enable an agent to track customer interaction, behavior, and preferences, allowing personalised targets and communication. Chatbots

powered by natural language processing (NLP) can provide instant assistance to answer queries, enhancing engagement and satisfaction (Sandeep *et al.*, 2022). Digital platforms and mobile applications enable access to policy information, initiate claims, and communicate with an agent conveniently, fostering a seamless and responsive customer experience. The data analytics tools empowered agents to analyze customer data to identify trends, anticipate needs, enable proactive risk management, and recommend tailored products (Kolasani, 2023). Blockchain enhances data security and transparency, facilitating trust between customers and agents.

Challenges and Barriers

Achieving a full disclosure for optimal coverage in the insurance industry has significant challenges and barriers. One of the primary obstacles is the complexity and intricacy of insurance products and policies. Many customers find it difficult to understand their insurance contracts' lengthy terms and conditions, leading to incomplete or inaccurate disclosure (Wagner, 2022). Moreover, misunderstanding and misinterpretation are common, resulting in customers withholding information and unintentionally falling for asking critical questions that impact their coverage. Privacy concerns also pose a substantial barrier to full disclosure, and customers are reluctant to share sensitive personal and financial information because of fear of breaching the data or misuse of information (Vigurs *et al.*, 2021). Reluctance can hinder an agent's ability to assess the risk accurately and provide appropriate coverage. Furthermore, the trust issues between customers and agents were exaggerated to this problem, considering if there was a previous incident of data mishandling within an industry.

Traditional procedures and systems in the insurance industry can be cumbersome or outdated, making it difficult to facilitate efficient and transparent communication (Rao *et al.*, 2022). The insurance companies relied on manual paperwork through face-to-face interaction, leading to delays and errors in information sharing. There is a lack of integration into digital systems that further comply with the procedure to maintain accurate and up-to-date records, which hinders disclosure (Kamau & Yavuzaslan, 2023). In addition, the other challenge is to vary the level of expertise and training among an insurance agent. Not all agents possess the same depth of knowledge or a commitment to ethical standards, resulting in inconsistency. In practice, disclosing the effectiveness of techniques leads to agents providing incomplete and unclear information that affects customer understanding and decision-making (Chakraborty *et al.*, 2023).

Overcome Strategies to Challenges

By overcoming these challenges, the insurance industry invests in robust agent training programs that emphasize the importance of full disclosure and equip agents with presenting skills to communicate complex information that is clear and effective. In addition, adopting advanced

digital technology can streamline the disclosure process, enhance data security, and improve overall transparency (Atadoga *et al.*, 2024). Building up a culture of trust through ethical practices and transparent communication is crucial for addressing privacy concerns and mitigating long-term relationships between customers. Challenges and barriers include misunderstanding and misinformation to customers that were not fully understandable to insure products or the importance of disclosing relevant information. The misinformation leads to incomplete results, affecting the coverage (Adeoye *et al.*, 2024).

In contrast, the comprehensive training and educational programs for agents improved their understanding of the importance of full disclosure by enhancing communication skills. The well-trained agents were better equipped to explain the benefits of full disclosure to customers (Wijenayake *et al.*, 2020). Furthermore, using clear and concise communication strategies helps overcome misunderstandings and ensure that the customers fully understand the importance of full disclosure. Using simple language and straightforward explanations can make complexity to ensure that the terms become more accessible (Oyewole *et al.*, 2024). The insurance industry leaders advocated for continuous improvement in disclosure practice by adopting new technologies, enhancing agent training, and implementing clear communication and guidelines to ensure customers become fully informed.

Lastly, establishing a long-term relationship between insurance customers and agents was essential for optimal outcomes, but challenges often impede this process. This is one of the most significant hurdles to lack a full disclosure (Hansen & Schmitt, 2021). Customers withhold and misrepresent information about an asset, risk profiling, and liabilities, which obstructed the ability to tailor coverage as effectively. An inadequacy of communication and transparency can lead to misunderstandings and disputes, ultimately eroding trust between the parties (Jerab, 2024). Legal complexities and regulations may be a constraint to further complicated matters, making it crucial for customers and agents to adhere to disclosure requirements by purpose to avoid a pitfall. A cultural and language barrier can hinder effective communication, exacerbating the challenge of achieving mutual understanding and informed decisions (Chukwu *et al.*, 2023). Mitigating these challenges requires a concentrated effort from parties to prioritise transparency, honesty, and open dialogue. To foster an environment of full disclosure and trust, insurance customers navigate challenges together that ultimately secure optimal coverage by meeting evolving customer needs and ensuring long-term loyalty and satisfaction (Arthur *et al.*, 2023).

Future Trends

Customers have become more informed and technologically practical, and their expectations for transparency promote a personalised service in the

insurance industry that has risen. Modern customers demand instant accessibility to information and clarity in communication, and this tailored insurance solution meets a specific need by expecting seamless digital experiences to be similar to those provided by the industry (Dexe *et al.*, 2021). To meet those evolving demands, insurance companies enhance digital capabilities to invest in customer-centric technologies. This involves the adoption of advancements in technologies, advanced analytics, mobile applications, and an online portal to offer real-time access to policy information that claims the statuses to be directed by communication with an agent (Damaševičius *et al.*, 2023). Insurers also have focused on customer needs better, delivering customised insurance products and services to enhance customer satisfaction and loyalty. Regulatory changes aimed to protect the consumer and promote transparency, which was continuously reshaping the insurance landscape (Igbinenikaro & Adewusi, 2024). The regulatory changes aimed to protect a customer and promote transparency that continuously reshaped the insurance landscape. Government and regulatory bodies worldwide implemented stricter disclosure and its requirements, data protection laws, and consumer rights regulations (Bakare *et al.*, 2024). These changes were designed to ensure customers are completely aware of their safeguarded personal information insurance policies. In the context of the insurance company, staying ahead of these regulatory changes to ensure compliance is crucial for maintaining credibility and trust. This required an ongoing investment in compliance programs, training agents, and adopting technological solutions that facilitate adhering to regulatory standards (Tica & Weißenberger, 2022). By proactively addressing the regulatory requirements, insurers can avoid legal penalties, build customer trust, and enhance their reputation in the marketplace.

CONCLUSION

Full disclosure is critical in the insurance industry, underpinning the trust and transparency necessary for longer-term agent-customer relationships. The responsibilities of insurance agents, the significance of full disclosure, that strategies build a lasting relationship with all the contributors to optimal coverage and customer satisfaction. The industry would continue to evolve, embracing the technologies to advancements and adopting regulatory bodies to regulate changes essential for sustainable relationships by ensuring a continued provision of effectiveness and personalised insurance solutions.

RECOMMENDATIONS

- Government and regulatory bodies worldwide must implement stricter disclosure requirements, data protection, and consumer rights regulations.
- Government and regulatory bodies worldwide implemented stricter disclosure and its requirements, data protection laws, and consumer rights regulations.

- Insurers also have focused on customer needs better, delivering customised insurance products and services to enhance customer satisfaction and loyalty.

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